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EDITOR & PUBLISHER



The Oldest Publishers and Advertisers Journal in America
1884 1919

Entered as second-class matter May 11, 1918, at the Post Office at New York, N. Y., under the act of March 3rd, 1879.

\$3.00 a YEAR

NEW YORK, SATURDAY, FEBRUARY 1, 1919

10c Per Copy

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Automobile Advertising in Chicago

War time efficiency brought about a change in the SIX-DAY automobile advertising situation in Chicago.

It brought quick recognition of the power of great MASS circulation—of the compelling merchandising force that only MASS circulation can deliver.

Here are the figures in agate lines for the six months ending December 31, 1918, a period during which the automobile industry made every working dollar do its full duty:

<u>The Daily News</u>	<u>106,564 lines</u>
Post.....	101,832
Tribune	67,689
Journal	38,112
American	28,903
Herald-Examiner	23,911

The fact that The Daily News is read by seven out of every nine persons in Chicago who read the English language, answers the requirement that advertising must reach *everybody* to register 100% efficiency.

THE DAILY NEWS
FIRST in Chicago

From all over America

SELECT LIST of NEW ENGLAND NEWSPAPERS

MASSACHUSETTS—Population, 3,605,522.

	Not Paid	2,500	10,000
	Circulation	lines	lines
Boston Advertiser and Amer- ican	(S) 321,483	.35	.35
Boston American	(E) 358,515	.40	.40
Boston Globe	(ME) 288,216	.30	.30
Boston Globe	(S) 320,060	.35	.35
Boston Post	(M) 497,125	.45	.45
Boston Post	(S) 354,706	.35	.35
Boston Record	(E) 50,650	.15	.15
Boston Transcript	(E) 44,170	.18	.18
Fall River Herald	(E) 8,653	.025	.025
Fitchburg Daily News ..	(E) 6,140	.025	.025
Fitchburg Sentinel	(E) 6,029	.025	.02015
Haverhill Gazette ..	(E) 13,072	.0283	.0214
Lynn Item	(E) 13,562	.050	.042
Lynn Telegram-News (E&S)	15,000	.04	.04
Lowell Courier-Citizen ..	(ME) 17,242	.035	.035
New Bedford Standard- Mercury	(ME) 25,291	.05	.05
Salem News	(E) 19,443	.055	.04
Worcester Gazette	(E) 30,564	.07	.05

MAINE—Population, 762,787.

Portland Express	(E) 26,283	.06	.045
Portland Telegram	(S) 21,626	.045	.035

RHODE ISLAND—Population, 591,215.

Pawtucket Times	(E) 23,146	.06	.04
Providence Bulletin	(E) 54,208	.12	.12
Providence Journal ...	(M*S) 34,299	.075*10	.075*10
Providence Tribune ...	(E) 28,156	.07	.07
Westerly Sun	(E) 4,252	.021	.021
Woonsocket Call-Reporter	(E) 10,876	.043	.029

VERMONT—Population, 361,205.

Barre Times	(E) 6,608	.017	.0143
Burlington Daily News ..	(E) 8,500	.025	.02
Burlington Free Press ..	(M) 11,226	.025	.025

CONNECTICUT—Population, 1,114,756

Bridgeport Post- Telegram	(M&E) 43,434	.0850	.07
Bridgeport Post	(S) 11,081	.04	.025
Hartford Courant	(MS) 24,745	.06	.05
Hartford Times	(E) 34,759	.06	.06
New Haven Register ..	(ES) 25,389	.06†	.045
New London Day	(E) 11,064	.03	.025
New London Telegraph ..	(M) 4,830	.0128	.0128
Waterbury Republican	(MS) 12,405	.035	.029

†Rate on 2,800 lines.

Government Statements October 1st, 1918.

also from distant countries, people come to *New England* to study and to be *instructed* in the Arts and Sciences and in Technology.

Not only the youth of both sexes: mature men and women seeking the highest, special training!

Thousands come to spend their summers in the mountains, in the woods, or along the Shore—at places famous the world over.

Healthy, Wealthy and Wise, they seek and they find, and they furnish more than a small part of the New England Income and Purchasing Power. They broaden the market too by their requirements.

“Not as the conqueror comes,” these periodical visitors to old New England are invited, welcome and PAYING guests. They carry home with them enough of the New England spirit to bring them back usually again and again for MORE.

Thus, the riches of New England, that make it such an inviting market to National Advertisers, are also of the Mind—such as **Good Will**, which every great advertiser hopes to attain for himself.

Come to New England Now!

The Real Estate Classic

The Fourteenth Annual Real Estate and Financial Review of the New York Evening Post, issued on December 31, 1918, won a chorus of praise from men prominent in all branches of realty in this and other cities, in North, South, East and West.

Here are typical expressions from prominent real estate men with reference to the Real Estate and Financial Review of December 31, 1918:

"I marvelled at the wonderful compilation of facts and figures. It was a wonderful edition."

* * *

"Your issue contains so much important information on real estate that it ought to be of great value to all men interested in real estate. I think your paper is universally recognized as the authority on real estate news."

* * *

"Evidently you were looking for constructive thought and material of educational value. The result in my opinion was the best real estate edition any newspaper has ever published."

* * *

"I must congratulate you on the wonderful Real Estate Review."

* * *

"We would add our voice to the general chorus of commendation that certainly must be pouring in upon you. We have watched the real estate market for years, but the character of the articles and the care with which they were prepared conveyed more information to a student of economics and real estate conditions than any review we have read for some time. Something should be done to perpetuate them."

* * *

"We thank you for your contribution to the general enlightenment of the trade and wish you all the prosperity and success that your enterprise deserves."

In this large edition, articles by experts survey events and forecast 1919. Conditions and causes are set forth; problems are stated, and constructive thought is given to their solution.

The Financial Review marshals business facts from centres throughout the world and the opinions of American men of affairs.

The Annual Real Estate Review has an established place in the confidence of the realty world. It has recorded, year by year, successive stages of real estate development. It brings thinking to a focus — and so speeds progress. It is highly prized as a work of reference.

Investors throughout the United States recognize the Evening Post as the authority on New York real estate and depend upon it for their information. Thus the Real Estate Review renders to New York realty a service that is national in scope.

Copies of the Annual Review (while they last) will be mailed to any address in the United States or Canada for 5 cents each.

Owners, builders, contractors, real estate men should act at once.

New York Evening Post

More Than a Newspaper—A National Institution

Founded 1801

"In Philadelphia nearly everybody reads The Bulletin"

Showing the effect the habit of the individual has on advertising, J. C. Chevalier, secretary of the New York Theatre Program Advertising Co., in an address before the Advertising Club of New York on Jan. 22, said:

"Living conditions affect advertising. New York is built on an island, and it can't grow out—it can only grow up. The result is that the majority of people of New York live in apartments. You wouldn't call New York a home city, as Philadelphia and other cities are home cities.

"We are often asked why it is that New York has so many theatres. It is because New Yorkers go out for their amusement and spend their leisure hours in entertainment away from the home and they spend it in large part at the playhouse. They entertain their friends with theatre parties. There is comparatively little entertaining done in the home.

"Philadelphia has an evening newspaper — 'The Bulletin'—that has a circulation of 450,000 in a city that has only a million and a half population. That is a large circulation per capita. What does this mean? It means that one out of every three persons in Philadelphia reads this newspaper. They spend more of their leisure time in reading than we in New York do. It indicates that the paper is not only very generally read, but also that it is very thoroughly read.

"In New York there is no one newspaper that comes anywhere near so thoroughly blanketing the population. The largest newspaper circulation in New York is 300,000. The population is 6 million.

"Philadelphia is a home city. New York is not. That is the difference."

Dominate Philadelphia

Create maximum
impression at one cost
by co-centrating
in the newspaper
nearly everybody
reads---

The Bulletin

Net Paid Average **443,481** *Copies*
for December *a Day*

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly every day.

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin.

The Philadelphia Bulletin's circulation figures have always been on a net basis; all damaged, unsold and free copies have been omitted.



EDITOR & PUBLISHER



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NEW YORK, SATURDAY, FEBRUARY 1, 1919

No. 34

ARGUE ON FREE PRESS RIGHTS IN WAR

Supreme Tribunal of Nation Hears Appeal of Debs and Frohwerk—Berger's Fate Depends on Decision—Many Authorities Quoted

(From Our Own Correspondent.)

WASHINGTON, January 29.—The Government's definition of "freedom of the press" as a general proposition, but especially when the nation is at war, was stated in the Supreme Court of the United States this week in the argument of the cases against Eugene V. Debs and the publisher of the Missouri Staats-Zeitung.

Unusual importance is attached to the Debs case by lawyers, because they expect the court to make it the test proceedings in which it will pass on general validity of the act. On it also Victor Berger, editor of the Milwaukee Leader, recently convicted of sedition and disloyalty, depends for a new trial or acquittal.

The Government, speaking through John Lord O'Brian, special assistant to the Attorney General, in charge of war work, harked back to Blackstone, Lord Mansfield, and previous decisions of the Supreme Court of the United States in the contention that "liberty of the press consists in printing without any previous license, subject to the consequence of law."

Has Congress Power to Punish?

Jacob Frohwerk, who, with Carl Gleaser, published the Staats-Zeitung at Kansas City, were found guilty in the lower courts of having "conspired and attempted to interfere with the raising of an army and the faithful military service of those subject to military service."

"The question raised under the First Amendment of the Constitution," the Government contended, "comes down to this—whether Congress has a constitutional power to provide punishment for deliberate attempts by means of publication of articles in a newspaper to interfere with the raising of an army and the faithful military service of those subject thereto.

"The constitutional guarantee of free press and speech does not secure an absolute right, without subsequent responsibility, to speak, write, or print whatever one may please.

Applies Before Publication

"According to the prevailing view, this constitutional freedom of the press applies to restraints previous to publication, and not to responsibility after publication. In the broadest interpretation of the constitutional immunity, it does not include that which is generally recognized as harmful according to common law standards. It does not include the right to interfere with military operations."

The Government cited at length various authorities on which it based its case in the arguments against the appeal of Debs.

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JANUARY BANNER MONTH FOR ADS WITH NEWSPAPERS AND AGENCIES

Reports From Many Different Sections of Continent Sound Common Note of Enthusiasm—Business Revival, Under Way, Promises to Eclipse Previous Performances

REPORTS from newspapers and advertising agencies, received by EDITOR & PUBLISHER late this week indicate a business revival on a large scale. The month of January has established new records for volume of business with many newspapers. It has been a month, too, of active planning for advertising campaigns. A majority of the agencies are busier than for years.

The prophets who predicted that 1919 would be a banner year for advertising and for newspapers have been fully justified by the January records. If there is a pessimist anywhere he is in hiding. The procession is moving according to the schedule of the optimists, and the outlook for still greater activity is bright.

Sound Common Note of Confidence

The following messages from newspaper makers and agency men in the United States and Canada sound a common note of satisfaction and confidence:

Ervin Wardman, publisher New York Sun:

The January business for the New York Sun has been fine and the outlook is for better still.

G. V. Rogers, general manager New York Tribune:

The month just ended has been, of course, much more satisfactory than the same month a year ago, both in regard to the volume of advertising carried and in circulation.

The outlook, it seems to us, is about all we could reasonably expect under the present conditions—that is to say, it is extremely encouraging, but the great expansion that is possible will not materialize until the peace treaty has been actually signed.

W. P. Goodspeed, business manager Buffalo (N. Y.) Evening News:

Our business, notwithstanding that 1918 was the largest year in the history of the Buffalo Evening News, shows an increase of more than 600 columns for January over January, 1918. I believe we have had more reserve space contracts from high class advertisers during January than ever before. Local business is good and the advertising merchants are very much encouraged with this first month's trial of 1919.

The present outlook indicates that this year will finish with the greatest advertising record ever presented. Our increase for 1918 over 1917 was 2,250 columns, and I feel sure that our increase this year above 1918 will be greater than our last year's showing, which was a record breaker as far as this newspaper is concerned.

Conditions in Buffalo for trade look very encouraging.

E. Lansing Ray, president St. Louis Globe-Democrat:

The advertising in January so far as the Globe-Democrat is concerned makes it the biggest January we have ever had. This seems to me to indicate big advertising for this year.

There may be some business readjustments that will take place, and some slight depression during the adjustment

period of returning soldiers securing positions, but the country is undoubtedly prosperous and there is unquestionably a demand for various products, production on everything except the most essential articles having slowed down during the war.

I cannot see, therefore, why business as a whole should not be unusually good.

Brent Williams, secretary St. Louis Star:

From present prospects 1919 will undoubtedly be the best advertising year the Star has ever experienced.

During January the local advertising has shown a very encouraging increase over the same period of a year ago, and in national advertising we are showing approximately 130 per cent. increase over the same days of 1918.

We believe this is a very clear indication that local and general advertisers are planning strong campaigns for increased business in the St. Louis territory.

Henry Doorly, business manager Omaha World Herald:

From November 1 the advertising increase in our paper has been tremendous, November showing an increase of 400 columns, December 425 columns, and January, one of the poorest advertising months in the year as a rule, a gain of over 750 columns, the gain being about 45 per cent. of the business we carried in January, 1918.

This easily forecasts the largest year in our history, and we shall be very much disappointed if our gain this year runs below a million and a half lines.

To my mind the best index to business conditions in any field is the classified. Our classified is gaining now, and has been for some seven or eight weeks, at the rate of five columns a day. The classified covers so many activities that we have found it an almost infallible index to business conditions in our territory. If this gain had been secured by any special schemes or promotion it would be a different thing, but we have done nothing different from what we have been doing heretofore, so it proves beyond peradventure that business in this field is in an extremely healthy con-

(Continued on Page 6.)

KITCHIN ELIMINATES POSTAL AMENDMENT

House Leader Was Prepared to Tie Up Revenue Bill Indefinitely If Senate Conferrees Had Held Out for Measure—Issue for Republicans

(From Our Own Correspondent.)

WASHINGTON, January 29.

The determined opposition of Chairman Kitchin, of the Ways and Means Committee of the House, to the Senate amendment to the new revenue bill repealing the zone rates on second class mail has been successful. The amendment has been eliminated from the bill, leaving the rates on newspapers and magazines subject to the zone rates.

The Senate conferrees on the bill, headed by Simmons of North Carolina and Penrose of Pennsylvania, made a hard fight to have the House agree to the Senate amendment, which proposed as a substitute for the zone system a flat charge of a cent a pound for the first 150 miles and 1½ cents a pound beyond that distance.

Would Restore Amendment

Members of the conference committee who are opposed to the present unscientific and unfair system have informed EDITOR & PUBLISHER that they had to abandon the Senate amendment in order to get a revenue bill at this session. Kitchin was said to have been so stubborn in his stand against the Senate amendment that he was prepared to tie up the bill indefinitely, if not to prevent its passage at this session.

Several Senators and Representatives are in favor of demanding votes in the House and Senate in an effort to have the conference committee restore the amendment, but they realize that to do so they must overcome a strong opposition against further delay in the final enactment of the bill. They are convinced that many members who are opposed to the zone system would not vote to send the bill back to conference when such action might prevent its passage. Mr. Kitchin can be counted on to do everything possible to prevent the House instructing him to restore the Senate amendment.

New Congress to Act

There is a well-defined belief at the Capitol that Republican leaders are prepared to make an issue of the postal zone rates and to repeal them just as soon as the new Congress meets, which it begins to appear will be in extra session early in the spring. The days of Mr. Kitchin's leadership therefore are numbered.

It is understood that Republican Senators are prepared to attack the postal zone system as being a product of the Post Office Department under Burleson. It has been known here for some time that members of the Democratic National Committee have protested in vain against the continuance of the zone system and that they have sought in every way possible to have it repealed. They encountered unpleasant effects of

(Continued on Page 36.)

JANUARY A BANNER MONTH FOR ADS

(Continued from Page 5.)

dition and that the outlook for 1919 could hardly be better.

Edward Payson Call, business manager New York Journal of Commerce:

Without going into particulars, we can say that the outlook for 1919, judging by the month of January, is very favorable.

John Burgess, president Minneapolis Daily News, assistant general manager Clover Leaf publications:

A volume of advertising at rates hitherto unknown will make 1919 the record year in the history of advertising in the United States.

Space buyers and space sellers want to make their plans for big transactions and many of them.

January with the Minneapolis Daily News and with all the Clover Leaf publications was the biggest month in our history from an advertising standpoint, and we look for a steady increase in business throughout the year.

William F. Metten, business manager Wilmington (Del.) Evening:

We do not hesitate to state that Every Evening anticipates the best year in its history. With a 25 per cent. increase in rate January 1, we have this month an increase in lineage of from 80,000 to 100,000 lines.

This unquestionably indicates a good outlook for the year.

William F. Jones, business manager Utica (N. Y.) Press:

All information we have indicates that the coming year will be a very lively one in newspaper advertising. We are daily receiving new orders from large advertisers who, on account of war conditions, were inactive during 1918. Many others will resume advertising in the near future. In a few lines advertising is held up pending adjustment of prices on a peace basis.

Advertising played a big part during the war, and nobody now seriously disputes its efficiency.

The value of newspaper advertising in particular has been conclusively demonstrated. We lost, of course, some foreign advertising during the war, but this was more than made up by the increased volume of local advertising.

We expect that 1919 will be a banner year for every worth-while American newspaper.

Life Young, jr., publisher Des Moines Capital:

The Capital made a gain in advertising in January of more than 5,000 inches, the gain being equally distributed on local, foreign, and classified advertising. This means a gain over last January of about 14 per cent. and the biggest January in the history of the Capital by at least 4,000 inches.

Des Moines is growing very rapidly, is unusually prosperous, and every one seems to feel this will be the greatest year in the history of this city and State.

Of course, Des Moines is the head and front of the State of Iowa, more than twice the size of any other city in the State, and it reflects the high prices for agricultural products of this great agricultural State.

Erwin R. Davenport, manager Rochester (N. Y.) Times-Union:

During January of this year more new advertising accounts have come to Rochester than during any January on record. This leads us to believe that all records for foreign advertising will be broken during the current year. One

of our representatives has just returned from a tour of the Middle West, and he is extremely enthusiastic regarding the volume of business that is to come from that section.

Locally the situation is also very encouraging. Manufacturers are rapidly switching over to a peace basis, and indications are that the number of unemployed has nearly reached the maximum. Merchants are very optimistic regarding the outlook for business, which means that they are liberal users of space. The downward tendency of prices will, in our opinion, have a tendency to stimulate advertising, as merchants will find it necessary to make quick turnovers in order to avoid loss. That can be accomplished only by advertising.

A. B. Churchill, advertising manager Syracuse (N. Y.) Herald:

January, 1919, was the biggest January in the history of the Herald and the advertising lineage will exceed that of 1918 by several thousand inches.

A large amount of new business, both foreign and local, is being handled, and there is every indication that 1919 will be a banner year.

L. Haddock, business manager Newark (N. J.) Sunday Call:

Our January business has been good, in fact equalling in volume the same month in good years of the past.

From information gathered locally and through our representatives in Chicago, New York, and Boston, we are convinced a healthy condition in business will prevail.

While it is true war-time wages in industries associated with the war have, in a large measure, ended, yet it is well to remember organized labor is now obtaining the highest wages paid in the history of the country. This great force represents the real purchasing power at all times, which in itself is a sound reason to count upon a continuance of good business.

H. J. Maclean, managing director Toronto World:

The World has had one of the best Januaries in its history. We have had a surprising amount of business, and the number of new contracts that we have made is almost record-breaking.

So far as Canada is concerned, the outlook for advertising business seems to be extremely bright. I look for a period of great prosperity for this country.

W. G. Jaffray, president Toronto Globe:

The prospect, from what we can see, is most promising for advertising for this year, many new contracts having been received during this month.

R. F. R. Huntsman, president Brooklyn Standard Union:

January last year was exceedingly disastrous from an advertising standpoint. The terribly severe weather, the foolish fuel restriction order which closed the department stores, theatres, etc., together with war conditions generally, gave the month the blackest eye a winter business month ever had. Most newspapers in New York lost from 100,000 to 200,000 lines of advertising in comparison with January, 1917. Therefore, January of 1919 may not be considered a good business month merely because it beats the record of January, 1918. The advertising of this month must not only fill up the hole of January a year ago, but it must also show a gain over the year of 1917 to be classed as a prosperous month in the newspaper and advertising business.

The Standard Union sustained a loss in January a year ago of \$2,557 lines.

This loss has been not only overcome in January, 1919, but we will be something like 10,000 lines to the good in addition.

This apparently shows a healthy "come-back" in the newspaper situation so far as Brooklyn is concerned, and I feel that if newspapers can show such remarkable recuperation in this month, the outlook for the remainder of this year may be considered more rosy than anything we have looked upon within the past four years.

B. M. Ogelsby, manager of advertising, Harrisburg (Pa.) Telegraph:

January has opened up exceedingly well, and we are looking for a big business year during 1919. Business men generally are optimistic regarding the future, and the manner in which they have gone after business this month demonstrates most forcibly their belief in business possibilities.

Frank D. Webb, advertising manager, Baltimore News:

January with us has been a mighty good month. The annual automobile show took place last year in January, but in spite of the big volume of business which this puts against us by way of comparison, our revenue shows comfortably ahead this year with nothing of the sort to help out the comparison.

Our feeling is that 1919 is going to be a good year for advertising. Both foreign and local have a healthy appearance. Barring unforeseen conditions or a much longer period of readjustment than seems to be generally anticipated, the advertising business should be almost unprecedented in the other eleven months of this year.

A. C. Newmyer, business manager, New Orleans Item:

Our January advertising is 58 per cent. ahead of 1918—our circulation approximately 15 per cent. ahead, and we feel that our organization has just about hit the 1919 stride. We believe that the year will be the biggest in our history.

Elmer S. Hubbell, business manager, Bridgeton Post and Telegram:

For the period, January 1 to January 25, 1919, we carried more local advertising than during the corresponding period in 1918, approximately a 2½ per cent. increase. In the same period in the foreign field we carried nearly 50 per cent. more lineage in 1919 than we did in 1918. Both of these increases, in view of changed conditions in the business world, carry an inspiring, optimistic message.

ADVERTISING AGENCIES

Frank James Recovery, president Albert Frank & Co., New York:

It is too soon to make definite calculation of what has been accomplished. Our personal experience of January has been that of a period of preparation, but never has the preparation for a general reaching out after business been so keen.

We are not yet in a position to divulge details, as these things are still a matter of our clients' confidence, but we can conscientiously state that we definitely expect a very large volume of advertising during 1919: probably the largest in ten years, which means the largest we have yet experienced in the history of the advertising business.

H. R. Le Onette, business manager Street & Finney, New York:

The year 1918 was the best year that Street & Finney ever had. As a matter of fact, our net profit for the last six months was equal to that of any other twelve months in the history of the business.

January, 1919, was the best month we have ever had, and the new accounts

closed in that month in addition to the old accounts give definite promise of a much bigger year for 1919 than we had in 1918.

John H. Hawley, president Hawley Advertising Company, Inc., New York:

It looks to us as if there will be many new advertisers in 1919; also we look to see some of the irregular advertisers become regular.

"Reconstruction" without advertising is liable to be rickety work, or worse.

Chappelow Advertising Company, St. Louis:

January, 1919, has been the biggest month we have ever experienced in the way of work going through our office.

Immediately after the signing of the armistice our old customers, many of whom had been straining to stretch themselves over the war period, came to life with a rush. Then a lot of new advertisers became very anxious to get advertising plans in operation to properly meet the days of reconstruction ahead of us.

Based on the past three months, which have been the busiest we have known since August, 1914, we would say that 1919 ought to be a record-breaking year for the advertising interests of the United States.

We are very optimistic about the outlook, even though we feel that there will be a period of readjustment which we are just entering, and which may last five or six months. This period of readjustment may slow things down somewhat from the first enthusiastic rush after the armistice, but by fall we believe that business conditions will strike a steady gait. Then business will increase in volume and intensity over a period of at least five or six years, which ought to be the most prosperous years of American business.

Any manufacturer of nationally distributed goods who overlooks the opportunities of the next five years is deaf, dumb, and blind.

There has never been a time in the history of American business when James J. Hill's words were truer than they are to-day—"Don't copper the United States."

George W. Danielson, Danielson & Son, Providence, R. I.:

We have had more campaign plans in hand this January than ever before in the history of this agency, with every expectancy that the lineage placed through us this year will probably total twice our lineage of 1918.

Corning-Firestone Advertising Agency, St. Paul:

Our January business is very encouraging for the 1919 outlook. We have added many new accounts, and the old ones are increasing their space from 40 to 200 per cent.

K. S. Fenwick, Consolidated Advertising Service, Montreal:

If January is any criterion, the year 1919 should be a banner year in Canada.

A number of large American advertisers have launched important campaigns in this country, which have had a tendency to spur our Canadian manufacturers on to greater effort in order to meet the competition.

We have increased our facilities to meet the demands of increasing business and we are adding to our staff and starting an aggressive campaign of promotion for our agency service.

Everywhere new advertisers are planning for initial campaigns and old advertisers, who have been more or less handicapped owing to war conditions and have been dormant from an advertising standpoint, are coming out once

(Continued on Page 31.)

HENRY L. PITTOCK, LEADER IN PACIFIC COAST JOURNALISM, DIES AT AGE OF 83.

Founded Portland Morning Oregonian and Directed Its Fortunes for 65 Years—Built Foundation for Great Newspaper in Pioneer Days When News of Outside World Was Difficult to Obtain and the Expense Almost Prohibitive—Acquired Wealth and Power Through Singular Devotion to Interests of His State.

Henry L. Pittock, publisher of the Portland Oregonian and for more than sixty-five years connected with that newspaper, died at his home in Portland January 28. Death followed an attack of influenza, from which Mr. Pittock, at the advanced age of eighty-three, was unable to rally. He had been ill for nearly two weeks.

Had Remarkable Career

The death of Henry L. Pittock closes one of the most remarkable careers in the history of American journalism. For sixty-five years, or ever since it was established by him, Mr. Pittock had been either the sole owner or had held the chief interest in the Morning Oregonian, with the exception of a brief period when he was a minority stockholder. Eight years previous to that he had gone to work setting type for the Weekly Oregonian, then a small country publication in the straggling pioneer village of Portland. His continuous connection with the Oregonian was from November, 1854, to the time of his death, and during the entire period he kept in close personal touch with its affairs.

Such a career in journalism, or any other calling, is so exceptional that it contains much of absorbing interest. The early struggles of the Oregonian under Mr. Pittock's direction, to hold its place in the pioneer community against the competition of other early publishers, form a thrilling narrative. That the Oregonian survived after all the others perished, and established itself as one of the great journals not only of the West, but of the entire country, was due in great measure to the energy, industry, and high standard business methods of Mr. Pittock, coupled with the keen foresight and complete faith in the future of the Pacific Northwest that he held from the first.

A Captain of Industry

Although Mr. Pittock died many times a millionaire, with interests extensive and varied, the building up of the Oregonian was the great work of his life, and to it he devoted almost exclusively his time and attention, leaving his other enterprises much in the hands of his subordinates. Besides the two-thirds interest in the Oregonian Publishing Company that he held at the time of his death, he was one of the largest owners in the Crown Willamette Paper Company, which has four paper mills in Oregon, Washington, and California, and which, through a subsidiary company, during the last few years has constructed one of the world's greatest paper manufactories at Ocean Falls, British Columbia, largely for the shipment of its product to Asia and Australia. Mr. Pittock was also president of the Northwestern National Bank, one of Portland's chief financial institutions, which, in his more active days, he built up from small beginnings. As head of the Pittock & Leadbetter Lumber Company he had large timber and sawmill holdings, he owned a fleet of river



HENRY L. PITTOCK
Born 1835. Died 1919.

steamers, and his other property interests both in and outside Portland were very extensive.

Young Pittock's First Job

Thomas J. Dryer founded the Weekly Oregonian December 4, 1850. Three years later he hired Henry L. Pittock, then a slight, unobtrusive boy in his teens, to set type at the case. Mr. Pittock had crossed the plains from Pittsburgh with his brother, Robert Pittock. He was born in London March 1, 1835, but four years later his father, Frederick Pittock, took the family to America and settled in Pittsburgh, where he had a printing office and where Henry L. learned the rudiments of the trade.

Young Pittock first tried to get employment on the Oregon Spectator, published at Oregon City. Failing in this he cleared land for a while and then went to Portland. The primitive conditions in Portland at that time and something of Mr. Pittock's first days on the Oregonian are best glimpsed from

an excerpt from a brief autobiography that he wrote for the fiftieth anniversary edition of the Morning Oregonian, printed on February 4, 1911:

"I came into Portland from the country bare-footed and without a cent, and looked around town for a situation. After I had made two or three efforts I went to work on the Oregonian for my board and room. I ate at Dryer's house, adjoining the office, and slept on a cot in the office between the type cases. I slept in the printing office for two or three years. That bed was all right. I never slept more comfortably in my life than I did then. It was better than sleeping on the ground as I had done when we came across the plains. The cot for the 'printers' devil' was a part of the office equipment.

"At that time only four were employed on the paper. They all boarded and roomed with Dryer. I was there as a boy and did a boy's work. I used to mail the papers and carried the mail

to Oregon City to catch the boat which carried the mail weekly to all points on the river.

Used a Ramage Press

"The circulation was then about 1,500. William Davis Carter was at that time the foreman of the Oregonian. He had been part owner of the Times with Russell D. Austin, and had sold out just before I went to work on the Oregonian. A new outfit had been purchased and the outgoing foreman took the old outfit to Olympia, where he started a paper known as the Olympian. We had in the office then an old Ramage press, with which it was necessary to take two impressions to get a sheet. It is now in the University of Washington as a curiosity.

"Soon afterwards I was made foreman and had charge of the paper.

"In 1857 or 1858 E. T. Gunn, a young man working in the office, went into partnership with Dryer and myself. This arrangement lasted for nearly two years, but proved unsatisfactory. We then went to work for wages again. Mr. Dryer was a politician and travelled about while we printed the paper. The great trouble was that he did not collect money, and we had nothing with which to work, so we gave it up."

Mr. Pittock, although he did not say so in his biography, put business methods in the office, where Dryer had been careless and easy-going. Dryer was elected Presidential elector in 1860. It was then that Mr. Pittock took the paper under contract and his sole supervision. Dryer went to Washington and was appointed Commissioner of the Sandwich Islands, as they were known then. He had mortgaged the Oregonian to young Pittock for the latter's services and never attempted to redeem the property.

Got Property for Services

In 1860 Mr. Pittock took the old Pacific Mail ship Constitution for San Francisco to buy a press to print the Oregonian as a daily. They were caught in a storm and had a narrow escape, but the leaky old vessel and its passengers survived the trip. He had found no suitable presses in San Francisco, but left an order for one, which arrived later. Meanwhile, on February 4, 1861, Mr. Pittock had started the daily on an old hand press. What competition was in a pioneer village of the West in those days may be realized from this further quotation from Mr. Pittock's personal narrative:

"I started the Morning Oregonian on the old hand press. In the meantime, while I was gone, the Times discovered I was planning to establish a daily and started in ahead of me, so I had three papers in the field to compete with. The Commercial Advertiser was printed by S. J. McCormick, then a bookseller. The News was printed daily and carried a weekly edition besides. Then the Times started a daily along with its weekly. So the Oregonian was the

fourth daily in this little town of 3,000 people.

"By close work I drove out all competition. My policy was to get all the news I possibly could. From California I received the news overland. The news went as far as Yreka by telegraph, thence to Jacksonville by pony express and from there to Portland by stage.

"In the meantime McCormick had sold out and war times were coming on. Lincoln was inaugurated March 4, and soon afterward the Commercial Advertiser became a semi-Democratic secession paper. In that way it lost its hold in the community, which was in favor of the Union. The Times people didn't attend closely to business. One of them played the violin and the other the bass viol at social functions. I played neither the violin nor bass viol; but I kept at work."

The Oregonian's Editors

The first editor of the Morning Oregonian was Simeon Francis, who had run the Journal at Springfield, Ill. He remained for only a short time.

Harvey W. Scott, the famous editor of the Oregonian, who died in 1910, became associated with it in 1865 and was the editorial head of the paper continuously during that period, with the exception of the interval from 1872 to 1877, when he was Collector of Customs for the port of Portland. When Mr. Scott returned to the Oregonian in 1877 he acquired a part interest in it from H. W. Corbett, to whom, for a brief period, Mr. Pittock had sold three-fifths of the stock. Mr. Pittock later purchased the remainder of the Corbett stock, continuing his control.

Mr. Pittock's constant anxiety was to improve the character of his paper. Every cent of profit was put back into buying news and in making the Oregonian the equal of any of the California papers. After 1880 the paper made money, and it was decided to erect a building. The old office had been near the waterfront, and on several occasions the pressroom was flooded from the rising Willamette. The result was the present building, completed in the early 90s. It was almost lost on a mortgage in those panic days, but by the narrowest of margins the paper managed to meet a large building loan when it fell due and weathered the storm.

To what Mr. Pittock attributes success in his newspaper enterprise and which may be regarded as the essence of good business in any profession may be seen in the following, written as the conclusion of his autobiography:

Eliminated Free List in 1860

"When I took charge of the Oregonian I determined to enforce cash payments for subscriptions and of weekly payments to my printers, employees, and other creditors. I have gone home many a Saturday night without a dollar in my pocket, but with the comforting feeling that the men in my office had been paid. In 1860 I cut off the non-paying subscribers, and while this very materially reduced the circulation at that time, it paid in the long run. If the Oregonian has succeeded where others failed it seems to me that it is largely because it has been conducted on business principles, and not as a sort of public gratuity. It has from the first been the fundamental policy of the Oregonian to get the news at any cost and to print it fully, accurately, and impartially. The Oregonian has been aided much by good fortune, but I think I may fairly say that it has always seen and met its opportunities."

Since the death of Mr. Scott in 1910 Edgar B. Piper, at that time managing

editor, has been in editorial charge of the Oregonian. From the pioneer daily that Mr. Pittock founded it has increased until it possesses one of the most modern plants in the country and has a standing of national eminence.

An interesting sidelight on Mr. Pittock's life is that he built his home on a site then considered "in the woods," but now in the centre of Portland and the location of a great office structure. Mr. Pittock paid \$250 for this block in 1864, building on it a modest cottage, and later another house, where the family lived for many years. This block, which Mr. Pittock cleared of brush, he was to see within his lifetime increase in value to approximately \$1,000,000, exclusive of improvements.

Mr. Pittock is survived by five children, fourteen grandchildren, and two great-grandchildren. The children are Mrs. E. F. Emery, of Millsboro, Pa.; F. F. Pittock, Mrs. F. W. Leadbetter, Mrs. Lockwood Hebard, and Mrs. J. E. Gantenbein, all of Portland. Two brothers and two sisters also survive him: Thomas R. Pittock, of Pittsburgh, Pa.; George W. Pittock, of Oakland, Cal.; Mrs. Stratton, of Pittsburgh, Pa., and Mrs. McFall, of Portland.

TWO MORE TO ENTER N. A. C. E. FOLD

Delaware and Maryland Bodies to Be Formed on February 3 and 4—National Convention in Chicago on May 17 and 18

The National Association of City Editors is going ahead rapidly in its organization work.

A Delaware State branch will be formed at a meeting at Wilmington next Monday evening and a Maryland association on Tuesday evening in Baltimore. A. O. H. Grier, of the Wilmington Every Evening, will be chairman of the Delaware meeting and Clarke Fitzpatrick, of the Baltimore Sun, will preside at the Maryland proceedings.

Clyde P. Steen, of New York, president of the national association, has been called to testify on Bolshevik propaganda in foreign language newspapers before the Senate investigating committee in Washington next Tuesday.

Arrangements have been completed to hold the first annual convention of the national association in Chicago May 17 and 18.

Tribune Asks Change of Venue

Counsel for the Chicago Tribune, in the suit of Henry Ford for libel, has asked a change of venue for the trial from Wayne County, Mich. He alleged among other things, that the large number of Mr. Ford's employees in Detroit and the electioneering done in his behalf during the recent Senatorial campaign were prejudicial to a fair trial of the case.

May Defer Liberty Loan Drive

WASHINGTON, January 30.—Because the Lenten season this year does not end until April 20 the Treasury is considering postponing the opening of the next Liberty Loan campaign from April 6, as tentatively planned, to April 21.

The Milwaukee Sentinel has taken on the Saturday night service of the United Press in addition to the Associated Press service for its Sunday newspaper.

PROMINENT ENGINEER IS PRESIDENT OF THE GOSS CO.



GEORGE ALBERT EDDY

George Albert Eddy has been elected president of the Goss Printing Press Company, Chicago, to succeed Sam G. Goss, who has retired from the business.

The many friends of Mr. Eddy will be glad to know of his advancement, coming, as it does, strictly as a reward for his many years of successful service with the company and his complete knowledge of the printing press business in all its intricate detail.

George Albert Eddy is forty-four years old and in his prime. He is a thorough mechanical engineer by education and practical experience and has long been the Goss chief engineer. In addition to his other duties he will continue to give the design of the company's product his close supervision. Mr. Eddy has been connected with the Goss firm continuously since 1891 and has served longer than any other member of this organization. He was elected secretary in 1909 and in 1913 was elected vice-president and sales manager. He has travelled extensively in the United States and England and is known internationally in the printing industry. Mr. Eddy is also vice-president of the R. M. Eddy Foundry Company, of Chicago.

The retirement of Sam G. Goss from active participation in the business, of which he was one of the founders and one of the principal officers for thirty-two years, will be with the good wishes of his many friends and customers. Mr. Goss retains his large financial interest in the company and his personal interest in its welfare.

Other changes in the Goss official family include the advancement of M. L. Redfield to the office of vice-president and sales manager, and of Harland Fankboner to the office of assistant treasurer. F. J. Halsey and Joseph J. Walser continue in their positions, respectively, of secretary and treasurer, and Ralph C. Seymour as manager of the company's Eastern office, in New York city.

Technical Publicity Meeting February 13

The relations between the technical advertiser and the editor of the trade or technical paper—how each can help the other—will be the subject for discussion at the February 13 meeting of the Technical Publicity Association, at the Hotel Martinique, New York.

New Jersey Editors to Meet In Trenton on Monday

One of Oldest Associations in Country—
Prominent Men Will Be Guests,
Among Them James Kerney

The annual midwinter meeting and luncheon of the New Jersey Press Association, one of the oldest press associations in the country, will be held at the Trenton House, Trenton, N. J., February 3. W. B. Bryant, of the Paterson Press-Guardian, is president. The following topics for discussion will be presented:

Augustus S. Crane, publisher Elizabeth Daily Journal, "Benefits Derived From the Restrictions of the War Industries Board"; E. A. Bristol, publisher Passaic Daily Herald, "The Suburban Newspaper Between New York and Philadelphia"; William H. Fischer, Toms River Courier, "The Zone System and the Subscription Rate."

The guests will be Governor Edge, W. N. Runyon, President of the Senate; James Kerney, editor of the Trenton Times, who has recently returned from abroad as the European representative of the Bureau of Public Information; H. Heydon, secretary of the New Jersey State Chamber of Commerce, besides members of the State Legislature and Senators from the various counties.

The committee in charge of arrangements consists of the president, J. W. Clift, Summit Herald, and W. B. R. Mason, treasurer, Bound Brook Chronicle.

Six Point League Retains Present Title

Will Hold Annual Dinner in April—Puts
Guaranteed Circulation Solution
Up to Advertising Agents

At their luncheon-meeting Monday members of the Six Point League of New York considered changing their name to the Eastern Newspaper Representatives' Association, but after serious discussion it was decided to retain the present title and the matter was considered closed.

William A. Thomson, director of the Advertising Bureau of the American Newspaper Publishers' Association, was elected an honorary member.

It was voted to hold the annual dinner in April, while the newspaper publishers from all over the country are in New York attending the conventions of the A. N. P. A. and the Associated Press.

The matter of circulation guarantees and rebates to advertisers was thoroughly discussed. It was the general opinion that such rebates are not worth the trouble and time it takes to obtain them and that the proper thing to do is for the advertising agent to make use of the clause in his contract which gives him the right to stop advertising in any paper that does not come up to the terms of its contract in the matter of circulation.

The league at its next meeting will consider the returns of a questionnaire on standard information data that will be of most use to space buyers and eliminate loss of time in stating the newspapers' qualifications to advertisers and their agencies.

Mobs Wreck Newspaper Plants

The plant of the Guayaquil Diario Ilustrado was destroyed and that of the Guante badly damaged in strike riots on January 27.

MANY NEWSPAPERS BEAT 1917 MARK IN ADVERTISING VOLUME

Thirty-four Out of Seventy-nine Gained—Philadelphia Increased 6,472,984 Lines—Washington and Baltimore Second and Third of Those Reporting

REPORTS of the 1918 advertising records of 79 daily newspapers in 15 of the leading cities of the United States show that 34 newspapers printed more advertising in 1918 than in 1917 and that 45 printed less. Eight cities lost advertising and seven gained over 1917.

EDITOR & PUBLISHER for January 18, 1919, showed that the newspapers of Baltimore gained 2,780,496 lines; Birmingham gained 65,442; Detroit lost 5,000,734; Los Angeles lost 4,478,082; Minneapolis lost 1,387,224; St. Louis lost 4,992,569, and St. Paul lost 81,217 lines.

Later Reports Make Better Showing

Eight more cities have since reported to the Statistical Department of the New York Evening Post and the figures of the New York newspapers (which were printed January 18) have been revised in several respects. The latest reports follow:

BUFFALO	
1918.	Gain or Loss Over 1917.
Express	4,202,539
Courier	5,794,740
*Commercial ..	1,708,597
Times	6,407,440
*Enquirer	2,367,936
*News	3,930,678
Totals	29,411,930

CHICAGO	
1918.	Gain or Loss Over 1917.
*Daily News ..	12,041,841
Tribune	15,566,430
†Herald	1,869,180
‡Examiner	1,897,581
§Herald-Exam..	4,938,441
*Post	3,250,782
*American	4,021,971
*Journal	4,270,284
Totals	47,856,510

†Herald figures, January 1 to May 1, inclusive.
‡Examiner figures, January 1 to May 1, inclusive.
§Herald-Examiner figures, May 2 to December 31, inclusive.

CINCINNATI	
1918.	Gain or Loss Over 1917.
Post	6,220,800
*Times-Star ..	7,877,100
Enquirer	6,911,740
Commerc'l-Trib.	2,637,600
Totals	23,646,900

MILWAUKEE	
1918.	Gain or Loss Over 1917.
Journal	9,046,901
Wisconsin-N'ws	3,546,516
Leader	1,342,861
Sentinel	5,930,744
†Free Press ..	1,353,539
Totals	21,220,561

NEW ORLEANS	
1918.	Gain or Loss Over 1917.
Times-Picayune	7,906,362
Item	6,665,838
States	5,794,587
Totals	20,366,787

NEW YORK	
1918.	Gain or Loss Over 1917.
American	8,954,912
Brooklyn Eagle	8,542,653
*Commercial ..	1,840,938
*Eve. Journal..	7,183,506
*Eve. Mail.....	4,174,098
*Eve. Post.....	3,783,959
*Eve. Sun.....	5,427,009
Eve. Telegram..	7,806,620
*Eve. World....	4,922,253
*Globe	5,267,559
Herald	6,595,015
Standard-Union	5,528,955
Sun	3,604,733

Times	12,381,525	128,062 Loss
Tribune	4,169,772	475,159 Loss
World	15,354,245	1,613,200 Gain
Totals	105,537,752	2,523,226 Loss

PHILADELPHIA	
1918.	Gain or Loss Over 1917.
Inquirer	13,965,300
Record	8,892,300
Press	6,176,100
Ledger	8,604,293
*Eve. Ledger..	5,039,735
N. American...	8,413,800
*Bulletin	11,354,100
Totals	62,445,628

WASHINGTON	
1918.	Gain or Loss Over 1917.
Star	13,703,926
Post	7,889,408
Times	7,700,517
Herald	3,589,545
Totals	32,883,396

*No Sunday edition.
Advertising Resumed With Rush Immediately on the Close of War

The December, 1918, advertising record for 87 newspapers in the 18 leading cities of the United States, as compiled by the Statistical Bureau of the New York Evening Post, shows that 68 newspapers gained over the corresponding month of 1917, and 19 lost business. Taken by cities 16 gained and 2 decreased.

The summary by cities follows:	
1918.	Gain or Loss Over 1917.
New York	9,712,562
Birmingham ..	1,799,056
Chicago	4,338,165
Philadelphia ..	5,932,549
Los Angeles ..	3,692,710
Baltimore	3,843,517
Detroit	3,736,544
Cleveland	3,332,625
Washington ..	3,298,308
S. Francisco ..	2,459,212
Buffalo	3,150,995
St. Louis	3,170,673
Minneapolis ..	2,390,521
Indianapolis ..	2,364,303
Milwaukee	2,027,897
New Orleans ..	2,424,760
St. Paul	1,774,779
Cincinnati	1,288,200
Totals	60,737,376

The comparative records of the individual papers follow:

NEW YORK	
1918.	Gain or Loss Over 1917.
American	750,514
B'klyn Eagle ..	743,529
*Commercial ..	117,576
*Eve. Journal..	785,960
*Eve. Mail.....	334,635
*Eve. Post.....	369,602
*Eve. Sun.....	666,192
Eve. Telegram..	687,392

*Eve. World ..	509,347	10,745 Loss
*Globe	535,203	52,568 Gain
Herald	571,862	22,165 Gain
Stand. Union ..	489,623	14,231 Gain
Sun	344,900	12,254 Gain
Times	1,285,516	158,507 Gain
Tribune	434,446	38,188 Gain
World	1,186,265	144,617 Gain
Totals	9,712,562	418,051 Gain

BIRMINGHAM	
1918.	Gain or Loss Over 1917.
Age-Herald ...	501,312
News	940,646
Ledger	357,098
Totals	1,799,056

CHICAGO	
1918.	Gain or Loss Over 1917.
*Daily News ..	1,127,971
Tribune	1,353,237
Herald	556,317
Herald-Exam..	673,241
*Post	343,095
*American	468,735
*Journal	371,885
Totals	4,338,165

PHILADELPHIA	
1918.	Gain or Loss Over 1917.
Inquirer	1,205,400
Record	795,000
Press	580,200
Ledger	882,267
*Eve. Ledger..	610,782
N. American...	773,100
*Bulletin	1,085,800
Totals	5,932,549

LOS ANGELES	
1918.	Gain or Loss Over 1917.
Times	1,262,996
Examiner	812,182
*Express	815,710
*Herald	801,822
Totals	3,692,710

BALTIMORE	
1918.	Gain or Loss Over 1917.
Sun	1,084,689
*Eve. Sun	797,549
American	642,047
*Star	361,898
News	957,834
Totals	3,843,517

DETROIT	
1918.	Gain or Loss Over 1917.
News	1,727,278
*Journal	774,970
*Times	191,002
Free Press	1,043,294
Totals	3,736,544

CLEVELAND	
1918.	Gain or Loss Over 1917.
Plain Dealer ..	1,287,975
Leader	326,775
*News	673,875
*Press	1,044,000
Totals	3,332,625

WASHINGTON	
1918.	Gain or Loss Over 1917.
Star	1,437,078
Morning Post..	351,717
Times	721,108
Herald	288,405
Totals	3,298,308

SAN FRANCISCO	
1918.	Gain or Loss Over 1917.
Chronicle	614,642
Examiner	925,204
Bulletin	476,014
Call	443,352
Totals	2,459,212

BUFFALO	
1918.	Gain or Loss Over 1917.
Express	479,412
Courier	644,018
*Commercial ..	216,809
Times	745,023
*Inquirer	226,431
*News	839,302
Totals	3,150,995

ST. LOUIS	
1918.	Gain or Loss Over 1917.
Republic	388,086
Globe-Dem.	829,452
Post-Dispatch ..	1,192,098
*Star	461,391
*Times	299,646
Totals	3,170,673

MINNEAPOLIS	
1918.	Gain or Loss Over 1917.
Journal	980,423
Tribune	955,776
*News	454,322
Totals	2,390,521

INDIANAPOLIS	
1918.	Gain or Loss Over 1917.
*News	1,038,003
Star	993,876
Times	332,424
Totals	2,364,303

MILWAUKEE	
1918.	Gain or Loss Over 1917.
Journal	944,441
Wiscon. News ..	353,107
Leader	152,046
Sentinel	578,303
†Free Press
Totals	2,027,897

NEW ORLEANS	
1918.	Gain or Loss Over 1917.
Times-Picayune	948,264
Item	970,983
States	605,513
Totals	2,424,760

ST. PAUL	
1918.	Gain or Loss Over 1917.
*Dispatch	582,490
Pioneer Press ..	618,790
News	673,499
Totals	1,774,779

CINCINNATI	
1918.	Gain or Loss Over 1917.
*Post	544,500
*Times Star ..	743,700
Totals	1,288,200

Propose to Amend Libel Laws in State of Texas

Three Amendments Introduced in Both Houses of Legislature as Advocated by the Press Association

Three amendments to the Texas libel laws have been introduced in House and Senate of the Texas Legislature now in session and have been favorably reported by the Senate Committee on Jurisprudence. These are the three amendments advocated by the Texas Press Association:

One would confine the venue in libel suits to the county in which the plaintiff resided at the time of the alleged libel or to the county in which the plaintiff resides at the time the action is filed, or the county which is the home of the defendant.

A second amendment would amend the statute so as to include the deliberations of committees, Commissioners' courts, city commissioners, and similar bodies in the list of privileged matter.

The third would require that any person contemplating filing of suit for damages on an alleged libel should so inform the defendant within a period of ninety days from the date of the alleged offense.

Represent Quincy (Ill.) Journal Here
Cone, Lorenzen & Woodman, 225 Fifth Avenue, have been appointed representatives of the Quincy (Ill.) Journal.

EAGER TO ELIMINATE LOBBYISTS FROM CORRESPONDENTS' RANKS

Washington Newspapermen Determined to Uphold Ethics of Profession, Which They Consider Violated by Special Services Given by Some of Their Number

By ROBERT T. BARRY

WASHINGTON, January 29.

THE Standing Committee of Correspondents began on Wednesday an inquiry into the status of members of the press gallery accredited to the Philadelphia Inquirer and of Norbourn T. N. Robinson, correspondent for the Buffalo Evening News.

The committee acted as a result of the admissions by Thomas F. Logan, chief of the Inquirer bureau, before the Senate Agriculture Committee, when he acknowledged that he was retained as "adviser" by several corporations, and in the Robinson case, following the publication by Controller of the Currency John Skelton Williams of information to the effect that Robinson agreed to promote propaganda to prevent the confirmation of the Controller for another term.

Stirred Correspondents Deeply

The two incidents have stirred Washington correspondents more deeply than anything else in several years. There is general agreement in the press galleries that the time has arrived for the correspondents to take some positive action to remove a growing impression that many of them are engaged in enterprises that violate the ethics of the profession, if not the rules for admission to the galleries of Congress.

Indifference to Blame

This statement is made without any reference to the merits of the charges against Logan and his assistants and Robinson. The incidents simply have drawn renewed attention to a situation which has been permitted to exist largely through the indifference of the whole body of correspondents to affairs that involve, indirectly perhaps, but none the less vitally, the reputation of all.

A too broad application of the principle of "live and let live" has brought about an indifference of the correspondents to what was happening in their own household. The subject is not one for immediate dismissal on the ground that it might be avoided if the Standing Committee, which is responsible to the Speaker of the House of Representatives, and the Rules Committee of the Senate, pursued a stronger policy. The Standing Committee is not to blame; responsibility rests on every single member of the gallery who is aware of unethical practices and does not concern himself with their proper treatment.

Gus J. Karger, who has represented the Cincinnati Times-Star here for many years, is chairman of the Standing Committee. His associates are Ben F. Allen, correspondent of the Cleveland Plain Dealer, and Charles S. Albert, of the New York World bureau. No members of the gallery are more concerned with the maintenance of the high standards of the profession in the national capital, nor none more eager to attack any influence that might detract one whit from the esteem in which the correspondents are held by official Washington.

Eager to Keep Clean

The fact to be kept in mind is that the Standing Committee operates under certain rules governing admission to the gallery; that it is not intended to be the guardian of the ethics of newspaper work, nor is it empowered to pry into the affairs of every man seeking admission to the gallery. It has no police powers. It cannot act without warrant. It is a judicial rather than an inquisitorial body.

The Standing Committee has no especial concern with the lobbying activities

of Logan, as he is not a member of the gallery. His corporate connections, however, carry a reflection on newspapermen, as he was known socially in Washington more as a correspondent than as a "lobbyist."

Maintained News Bureau

Logan told the Senate Committee he maintained a news bureau which supplied reports to the Philadelphia Inquirer and several periodicals. The Standing Committee's inquiry into the status of Edward C. Easton, Bassett Blackley, and Thomas J. Luckett, who are credited to the Inquirer in the Congressional Directory, concerns solely the question of whether they are employees of Logan or of the Inquirer.

The committee desired to learn whether they were employed to gather reports for all the connections listed by Logan and made direct or informal reports to Logan on news developments, or were on the pay-roll of the Inquirer. Logan told the Senate Committee his men did not report to him nor discuss with him legislative questions, but members of the gallery made the point that Logan, through the men accredited to the Inquirer, had access to all the news statements given to the correspondents, some of which are confidential and many of which are sent to the bureaus under "future release date" agreements, and accordingly are not intended for use of lobbyists or any one else until published.

Newspaper Pay, \$60

The three Inquirer men are newspapermen of high standing among their associates, and their friends believe they are the victims of conditions for which, it is contended, they are not to blame. Officials here are not inclined to excuse papers which retain men as bureau chiefs when there are reasons arising from their business affairs which deny them the right to the gallery membership that is prized by every paper.

"That he was able to collect regular monthly salaries amounting to \$2,700 from six different great corporations, while the newspaper which allowed him to remain at the head of its Washington bureau assessed his value at \$60 a week, affords the measure of his relative usefulness," said the Philadelphia Evening Public Ledger, in commenting on the Logan exposure under the editorial caption, "Insidious Influences' Again Bob Up at Washington."

In Robinson's case the Standing Committee has to decide whether he violated his written word upon obtaining admission to the gallery, when he signed an application blank setting forth among

other things that he was not and would not be "employed directly or indirectly by any person or corporation having legislation before Congress." The question arises as to whether the confirmation by the Senate of a public official comes within the scope of legislation. The view is held that it is a legislative function.

Robinson States Position

Mr. Robinson prepared, at the request of EDITOR & PUBLISHER, a detailed statement of his side in the controversy with Controller Williams. The memorandum made public by Controller Williams, which Mr. Robinson denies ever having presented to any banker or any one else, follows:

"If reappointed and confirmed the present Controller of the Currency will remain in office for five years.

"All that is needed is determination on the part of two or three Republican Senators. If they assume the responsibility the Democrats are not apt to make a serious fight for Williams in the Senate.

"A publicity campaign should be started at once, but should be run very quietly. Several papers will print stories if the stories are handed to them disguised.

"Full publicity can come when the names are sent to the Senate and referred to the committee.

"In the meantime, a story here and there would help the Senators along.

"Get several bankers in on the deal. Do not tell them who is to handle the publicity at the beginning. That is a matter strictly between you and me for the present, because I will want to work quietly at first, since, when I have to come out in the open, I will be sure to make some enemies in high places.

"Since the fight promises to last only a few weeks and in handling the publicity I will be sure to incur some enemies, the charges will be \$250 a week. I am sure I can do some good work for the cause."

It is not undertaken here to pass on the merits of the charges involved in these two cases. The Standing Committee, unmoved by the clamor of many correspondents who insist their dignity has been outraged, is reviewing the questions in a manner that would do credit to a judicial body. Its policy is one of fairness.

Issues involved are pertinent to the discussion of what constitutes the ethics of the profession only in so far as they afford the lever for opening a controversy that is several years old.

Suffer for Mistakes

Newspapermen as a class suffer for the mistakes of every man in the "game," but it is fortunate that most of the men who hold the important public offices in Washington are big enough not to denounce the correspondents as a class for what might appear at first glance a gross violation of ethics.

The Standing Committee is not a journalistic police force. Its powers are restricted. When a man signs his application for the gallery and states on his honor that he does not represent forbidden interests, the committee cannot go beyond his word until some concrete evidence or some specific charges is presented. This makes it primarily a matter for settlement by the individual conscience. With a gratifying majority the conscience is ample safeguard.

Washington newspaper work is not free of certain violations of ethics and the rules of the gallery.

It cannot be denied that members of the gallery still in good standing have been or still are press agents for in-

terests concerned in legislation by Congress.

It cannot be denied that members of the gallery are engaged in propaganda work of one kind or another, the oil interests in Mexico being an instance.

It cannot be gainsaid that newspapermen listed in the directory are openly, or secretly, employed by political parties and politicians.

It is a simple fact that there have been serious violations of the confidences of State, War and Navy officials, especially during the war, when such violations carried the additional onus of being direct repudiations of the voluntary censorship.

Violations of confidences imposed by Herbert C. Hoover, the Food Administrator, in his weekly conferences with newspapermen, were such as to cause on one occasion a "drum-head" court-martial by the men who resented the "treason within their ranks."

Confidences Violated

Now, when consideration is accorded the fact that these things are glaring exceptions and do not shake the confidence officials have in the bulk of the newspapermen, they appear trivial, but the fact remains that each instance reflects in some degree on the correspondents as a class.

Who's to blame?

First: The correspondents.

Second: The newspapers.

It seems an impossible task to organize newspapermen even for their own salvation. Witness, the governing bodies of any press club. All members do a lot of talking, but the actual management of the club is left to a half dozen men.

The Standing Committee in Washington is responsible to Congress for the conduct of the press galleries. It has no jurisdiction over men whose work is not at the Capitol. Men may work on the departmental beats without any supervision by the committee. There is no organization of correspondents which passes on the men who enter the confidential conferences with the Secretaries of War, State and the Navy. There is no committee to suspend a man from those conferences after he has violated a confidence.

Responsible to Congress

Even at the Capitol the powers of the Standing Committee are so circumscribed that it rarely happens that a working newspaperman oversteps the rules. The only thing necessary for admission is that a man represents himself to be a "daily telegraphic correspondent" for a daily newspaper and complies with the following rule:

"I am not engaged in the prosecution of any claim pending before the Congress or any department; I am not employed in any legislative or executive department of the Government, or by any foreign government or any representative thereof; I am not employed, directly or indirectly, by any stock exchange, board of trade, or other organization or member thereof, or brokerage house, or broker engaged in the buying and selling of any security or commodity, or by any person or corporation having legislation before the Congress; and I will not become engaged in any of these capacities while retaining membership in the galleries. My chief attention is given to telegraphic correspondence for the daily newspaper in whose behalf this application is made.

"Other occupation or employment, if any (including publicity work)" (to be stated).

(Continued on Page 35.)

A. N. A. NEWS AND VIEWS

A WEEKLY FEATURE COMPILED AND EDITED BY JOHN SULLIVAN

SECRETARY-TREASURER OF THE ASSOCIATION OF NATIONAL ADVERTISERS

"YOU MAKE PAINTS, DON'T YOU?"

Solicitors Should Inform Themselves and Avoid Foolish Questions.

IN EDITOR & PUBLISHER for January 18 comments were made on the importance of advertising solicitors informing themselves in advance concerning the industry from which they might be trying to obtain business. The point was illustrated by the relation of an experience with the proprietor of a Canadian magazine. During a short trip recently in the Middle West I heard similar stories. For example, the representative of a farm publication had solicited for business the advertising manager of a building products concern. The solicitor was told that the firm could not, at that particular time at any rate, use farm papers. The tone of voice that the solicitor used in response indicated that he was the most worried and mystified man that ever stood in front of a transmitter. He simply could not understand why the advertising manager did not and could not use farm papers and particularly his own farm paper. After some minutes of conversation he said:

"Well, I really cannot understand this matter at all. You say that you never use farm publications. Why, don't you make agricultural implements?" And he seemed more mystified than ever when the advertising manager told him that his firm had not that honor. He was, however, a solicitor with a ready wit, and he immediately came back with another question: "Well, you manufacture paints, don't you?" "No, sir," was the reply. And the solicitor remarked, "Well, that is funny. I really thought you did."

MORE TRAGIC THAN FUNNY

IN my opinion, it was more tragic than funny. Not only did he waste a lot of time for two persons, but he injured the prospects of other advertising solicitors—and competent advertising solicitors—getting attention they merited. It is worth repeating what was written in this page three weeks ago—the proposition cannot be fitted to the medium; the medium must be fitted to the proposition.

How can it be fitted by the advertising solicitor unless he first makes himself acquainted not only with the kind of products that are being manufactured by a prospective advertiser, but also with the conditions of the business? If the possession of such knowledge were more common, expressions that this advertising manager and that advertising manager and the other advertising manager are several sorts of dead fools would be less common. Every business that advertises is different, and there are usually very definite reasons for adopting certain policies.

THOS. LEEMING & CO., 134 William Street, New York City, has been elected to membership in the association. Alexander M. Stewart, general manager, will represent the company in the A. N. A.

ADAPTATION SHOULD CHARACTERIZE ADVERTISING

WHAT is written above may seem like a grumble. Some one may mutter, "Sullivan has been to Canada and acquired a grouch." Nothing of the sort. What is written is a bark. Now for the bite.

The records of export activity on the part of United States merchandisers are full of evidences of ineptitude and of failure to recognize differences and to adapt plans and methods and appeal to those differences. Even between North and South in the United States this inadaptability—perhaps ignorance, perhaps mental laziness—is displayed. Harry Tipper has told of the advertiser who had been advertising rubber boots in Texas for a number of years, in spite of the fact that the country people in Texas wear leather boots, and the city people, when necessary, wear rubbers. He has also mentioned his own experience in being in Texas in the beginning of the year and, in a temperature of seventy-five degrees, reading four or five pieces of snow-bound copy while having breakfast.

My visit to Canada has reminded me of an advertisement that appeared in Canadian newspapers some years ago asking, in effect, that Canadians drink a certain make of beer in order that the principles of the Declaration of Independence might be maintained. One would have to use Sam Weller's "double-barrelled binocular" to discover a Canadian who disagrees with those principles. But I'll bet the writer of that advertisement could talk himself into ecstasies about "consumer acceptance" without dreaming that there was possibly a consumer acceptance that didn't accept simply because it was invited so to do.

THE DEADLY FORM-LETTER

THAT advertisement is by no means the only example of inadaptability, or ignorance, or mental laziness on the part of American firms advertising in Canada, or, for all I know, on the part of American publishers. Until recently there existed in New York a branch of the Committee on Public Information, called the Foreign Press Bureau. It did some mighty good work in fighting German propaganda in foreign countries. The A. N. A. helped it and cooperated with it, so I know. But I had no idea that it was sending its literature and form-letters into Canada. Into Canada, which, with a total population much less than that of New York State, sent abroad an army bigger by nearly three times, proportionately, than that of the United States! Into Canada, which has lost sixty thousand men killed, at least as many as the United States, and who, for nearly three years, was America's soldier!

Wrote the Foreign Press Bureau to Canadian concerns: "With thanks again for your cooperation in our work of presenting the case of the United States abroad." From New York it doesn't look so very offensive. But when you read it in a Canadian city, with the wounded men all around, and the foregone facts in mind, wouldn't

you feel sore if you were the Canadian manufacturer who showed me the letter? It's bad advertising, at least, that offends the susceptibilities of the reader.

HERE'S ANOTHER

HERE'S another: "Your cooperation in thus facilitating its Americanization work will be appreciated." That was sent from the Department of the Interior, Washington, D. C. Every reading man in the United States knows the limits of the term, "Americanization." But to the Canadian who doesn't walk down Fifth Avenue between 12 noon and 1 P. M. every day and witness the degree to which Americanization work has progressed, such a word as "Americanization" means *de-Canadianization*. Foolish, you say! But wouldn't you be mad if, as an ideal, you had before you the building of a nationhood through which new thought, new industrial triumphs, new powers of the mind, the body and the soul, might be contributed to enrich the world's possessions of such?

The last example is a "peach": "You will be asked by the United States Public Health Service to do certain, specific things. This is an opportunity to add another star to the constructive war service flag of the Associated Advertising Clubs." It is obvious how that happened. Form-letter—a few (to Canada) overlooked among many mailed at the same time. But, after what I saw in the face of the Canadian advertising club man who read that appeal, I have resolved to entrust the Canadian or other non-U. S. section of any mailing list I may have to a special guardian angel of the 6" x 4". If I don't, I may find out some day—a little too late—why the firm's products do not sell in foreign countries to a greater extent.

CHICAGO STARTS A. N. A. CHAPTER

A MEETING of membership representatives of A. N. A. companies in Chicago was held at the La Salle Hotel on the evening of January 24, dinner being served. The programme was arranged by R. N. Fellows, of the Addressograph Company, and as a result of the meeting an A. N. A. chapter was formed with the following officers: T. J. Wright, Felt & Tarrant Mfg. Co., President; R. W. Sullivan, Wilson & Co., Vice-President; Miss E. Drage Brown, North Western Expanded Metal Company, Secretary; W. G. Bisbee, Carter White Lead Company, Treasurer.

Vice-President T. J. Wright acted as chairman, and, in an address, emphasized not only the value of the data service to be obtained from the A. N. A. headquarters office, but also the advantages to be derived from a closer contact of membership representatives.

Robert W. Sullivan gave a most interesting and illuminating talk on a constructive advertising campaign prepared and conducted by him a few months ago; Mr. Sullivan used a complete set of all material used in the campaign, and with this he was able to illustrate in a graphic manner each step. A very lively discussion followed,

from which those in attendance obtained a great deal of benefit.

Mr. Sullivan's talk was followed by the exhibit of a motion picture film of the Addressograph Company's last sales convention, featuring principally the 100 Per Cent. Club of the company. In addition, Mr. Fellows, the advertising manager, explained the policy behind the film, the steps taken in its production, and other pertinent points.

In order that the membership concerns might get the fullest benefit from the local chapter and also from the parent organization, it was decided that the membership representatives should urge the attendance of members of the companies' advertising staffs and any others connected with the concerns—members of the sales force or other departments. It was pointed out that in this way the chapter could be made to serve as a school of instruction to growing executives and there could be obtained a broader idea of A. N. A. service.

The next meeting of the Chicago A. N. A. Chapter will be held on February 21.

GETTING TOGETHER

DURING last week I attended the meetings of the Association of Canadian Advertisers in Montreal. The total membership of the A. C. A.—these abbreviations are inevitable, and the shortcut more popular than walking around the block—is sixty-five, which is fairly large in view of the size of the population of Canada—around 8,000,000. The membership representatives had travelled long distances—from Toronto, from London, Ont., Hamilton, and other points in Ontario, for the purpose of exchanging information, opinions and ideas, establishing bases for collective action in protection or promotion of mutual interest, and to establish standards. Which is exactly what men have been doing for ages.

The A. C. A. is by way of being a daughter of the A. N. A., but, as is Canada in relation to Great Britain, "Daughter am I in my mother's house, but mistress in my own." The A. C. A. and the A. N. A. keep close together, work together, help together. But they are quite independent bodies. It does seem necessary to say that, because as sure as the sun will rise to-morrow morning, some day some one, witnessing the disposition of the A. C. A. and the A. N. A., will say that the two are affiliated, meaning that one is a branch of the other. Some minds are congenitally single track; they cannot operate in more than one dimension at one time. And they cannot conceive that it can be possible to maintain independence and yet work together—along common denominational lines. They cannot understand how there can be at one and the same time unity and variety. They must make a rule. The syndicated type of mind, which is the German type of mind, is with us; it abideth not in Central Europe only. And there is also a type of mind that not only wants annexation of territory, but annexation of thought and all mental activity.

PRE-WAR PRICE OF NEWS PRINT WILL NEVER BE REACHED AGAIN

Vice-President of Whitaker Paper Company Tells Ohio Editors
That Cost May Go Down Somewhat, but Not
in 1919—Co-operation Needed

COLUMBUS, Ohio, January 29.

MEMBERS of the Ohio Associated Dailies, meeting here to-day, were told by D. E. Barry, vice-president of the Whitaker Paper Company, that the price of news print paper will never go back to the lower rate that prevailed before the war. He doubts whether there will be any reduction at all during the year.

"A great many contracts have been made on the basis of \$3.75 to \$4 and unless something extraordinary happens, this seems to me to be about the basis of price we can expect for news print on large contract orders for the balance of the year," Mr. Barry said.

Adjust Themselves to Four-Cent Price

He reviewed conditions in the news print field as follows:

"I have no doubt that most of the publishers have adjusted their business, basing the cost of their white news print on about 4 cents per pound, and also keeping in mind the fact that it will probably be better to have our own American mills continue in the news business, even if the cost is higher, than to depend on big Canadian mills, for they will at least perform the function of protection, if nothing more, by continuing to operate on news print. While I have seen no figures showing what is the average cost of the Wisconsin Mills to-day, it is probably not less than 4 cents and, therefore, some of the smaller American mills have to get a higher price than 4 cents in order to make a profit.

Must Prevent Profiteering

"What we want to try to prevent, however, is profiteering, and while, of course, it is human nature to try to make big profits, it is another question whether it would be good business policy to do so, especially to try to make exorbitant profits when the business is not able to carry it. Therefore it seems to me that the desires and aims of the publishers and the desires and aims of the news manufacturers should be largely the same and a spirit of 'live and let live' should prevail. I do not know of any news mill in the United States especially that tried to profiteer. There was only one that was under serious suspicion; that is, of the large mills with whom we had any dealings.

What is really wanted is more of a cooperative spirit, rather than antagonism.

"Now, the question resolves itself down to a question of supply and demand. As near as we can see, the supply is quite equal to the present demand. But of course we have to take into consideration there will be an increased import business. On the other hand, there may be some developments in that line, at least there has been a rumor to that effect—that Scandinavian countries may send news print here—but the conditions do not seem to indicate that is going to be a very important factor, because it will no doubt be more to their advantage to work with the European countries, and especially England.

War Prices Will Be Cut

"We are facing a reconstruction period. In fact, we are now trying to reorganize our industrial forces and changing from a war to a peace basis, which means that eventually the war prices must be eliminated and the peace time prices prevail, so it is safe to say that the present prices are not normal prices.

"In other words, we will, no doubt, eventually see lower market prices than are now prevailing. It is a very difficult question to say when or how much lower the prices will be, for that question could only be answered when we know more about the fundamental changes that must take place preceding any material reduction in the price. For instance, how much must the price of labor be reduced? How much must the price of coal and other materials that enter into the cost of manufacture be reduced?"

"That is a very difficult problem to answer, but one thing that seems certain is that we will never go back to as low a basis of wages or price of news print as prevailed before the war."

Showed All Ohio Front Pages

Mrs. Zell Hart Deming, publisher of the Warren Daily Tribune, who was on the programme for "The First Page," introduced a new note of interest in the meeting by an exhibition in which the first page of each daily newspaper in Ohio spoke for itself. Mrs. Deming wrote to each member of the Associated Ohio Dailies to send to her a recent copy of a first page. With these first pages, some eighty in number, Mrs. Deming made a wide frieze around the wall of the room in which the annual meeting of the association was held.

"As most of the things one might say about first pages are bromides," said Mrs. Deming, "an exhibition of the faces of Ohio's dailies furnishes a silent speech from each publisher. It is like giving every publisher an opportunity to say a word about first pages, and it is also a plan by which all may speak at once."

Fight Social Diseases

On the subject of "Publicity For and Against Social Diseases," Dr. J. M. Shapiro, of Cleveland, an army officer, read a paper.

There were round table talks led by members on the subjects of circulation, editorial, advertising, news print paper, legal advertising, motion picture advertising, free publicity for automobiles, closing with a paper on "Ohio's Latest Problem in Taxation," by Daniel J. Ryan, formerly Secretary of State and now general counsel of the Ohio Manufacturers' Association.

The social session and banquet was held at the new Elks' Club, the publishers being welcomed to Columbus by Mayor Karb.

Scholarly Talk by Schermerhorn

President Perry responded to the Mayor's greetings and introduced James Schermerhorn, editor of the Detroit Times, who gave a scholarly talk on the lessons to be learned from the war, with a plea for a continuance of the spirit of cooperation and help so far developed.

Dr. Joseph A. Bennett, pastor of the Tabernacle Baptist Church, Chillicothe, speaking of "The Press-Pulpit," likened the press to righteousness and the pulpit to holiness.

Paul Cowles, of the central division of the Associated Press, told of the difficulties experienced in the gathering and forwarding of news of the great war and some of the details on how the business was handled.

Governor Cox, himself a newspaper publisher, paid tribute to the general uprightness of newspapers, with a plea to prevent the spread of Bolshevism and keeping the truth before the people at all times.

Edward Mulcahey, a Knights of Columbus entertainer, gave monologue imitations for the entertainment of the assembled newspaper men.

Asks Better Co-operation

The Wednesday morning session began with an address by Jason Rogers, of the New York Globe, on the subject matter of increased foreign advertising, mentioning some of the ways to increase foreign advertising. He was followed by T. R. Williams, of the Pittsburgh Press on the general subject of cooperation, pointing out particularly ways in which cooperation would benefit publishers in a financial way as well as in solving other difficulties.

Senator Warren G. Harding, editor of the Marion Star, reached the convention during the session in time to make an address to the newspaper men associated with him in times gone by. He recalled how much easier it is to sit at a managing editor's desk and tell how to run the Government than to vote on the problems arising before a Senator.

The old officers were reflected as follows: President, G. W. C. Perry, Chillicothe Gazette; first vice-president, Fred W. Bush, Athens Messenger; second vice-president, Egbert H. Mack, Sandusky Register; secretary, Louis H. Brush, Salem News, and treasurer, Frank Harper, Mount Vernon Banner.

Hoosier Editors Set Feb. 6-7 For Annual Meeting

Will Discuss a News Bureau for Indiana
Democratic Papers at Washington—
J. Ham. Lewis to Speak

The Indiana Democratic Editorial Association will hold its annual meeting in Indianapolis, February 6 and 7.

One of the principal things to be discussed at the coming convention is the establishment of a permanent news bureau for Democratic newspapers of Indiana at Washington. The convention will open with a banquet in the Riley room at the Claypool the evening of February 6, and Senator J. Ham. Lewis, of Chicago, has been invited to make the principal address. Members of the Legislature and their wives, as well as members of the Indiana Democratic Club, are to be guests. Following the banquet a programme of vaudeville and dancing will be given.

Business sessions of the convention will be held in the forenoon of January 7, in the rooms of the Indiana State Democratic committee at the Denison Hotel. This will be followed by a luncheon at the Indiana Democratic Club and the rest of the day will be spent in visiting the Legislature.

Ad Club to Dine Wounded Soldiers

The New York Advertising Club will give a dinner to thirty-five wounded soldiers on the evening of Friday, February 7, at the Greenhut Hospital.

BURNS AND SMITH BUY INTEREST IN PAYNE SPECIAL AGENCY



GEORGE J. BURNS

The firm of Payne, Burns & Smith to-day succeeds the Eastern office of the G. Logan Payne Company. The change is the result of George J. Burns and George D. Smith becoming partners of Mr. Payne and the retirement of Harry Prudden from the organization in order to go into other business.

The change of interest in the East in no way effects the Western organization of the G. Logan Payne Company.

George Burns needs no introduction to EDITOR & PUBLISHER readers. He



GEORGE D. SMITH

has been with G. Logan Payne for ten years and is well known to all agency men and advertisers in the East.

George Smith is a son of former United States Senator James Smith, Jr., of New Jersey, and a graduate of Princeton University. For six years he was publisher of the Newark Evening Star and Morning Eagle; for two years was associated with Paul Block, Inc., and more recently was assistant publisher of the Newark Ledger. As a former publisher Mr. Smith has always taken an active interest in national advertising.

The Casper (Wyo.) Press has discontinued publication.

A Little MAGIC in the ORIENTAL RUG.



PUTTING the atmosphere into the Advertisements and Impressing Public With Fact That the Place to Buy Rugs Is At a Rug or Furniture Store.

By W. LIVINGSTON LARNED.

A MAN was leaning against one of the pillars in the Rug Department of Howitt & Andrews. He had been there for at least a half hour, casually watching the Tides of Trade that went in and out.

Occasionally he smiled. More often he scowled . . . the scowl of a man who did not exactly sympathize with what was going on.

No one seemed to notice him. He engineered that



A decorative mortised cut for exploiting Oriental rugs. The black silhouette technique always shows up well in limited space. Its simplicity is its chief recommendation.



personally conducted Cook's Tour through Rugdom with diplomatic skill and discretion.

He might have been waiting for some one . . . his wife perhaps.

The half hour lengthened into an hour, and still the interloper remained at his post. Finally, as if satisfied, he walked to a small office in the rear of the department and opened the manager's door.

He Had a Message

"GOOD morning, News-Courier!" a voice at a desk exclaimed, and a stout, little, jovial personage with poppy-red cheeks and a lovable double chin stretched out his hand.

This was "Bill" Randal, head of the Rug and Carpet Departments of Our Town's most progressive department store.

And the interloper was our mutual friend, The Ad-Man.

"Too busy to see me?" he inquired.

"Nothing to do but count my money and wish for my next New York trip," was the response.

"Perhaps you will not be so glad to have this chat when you hear what I have to say," the News-Courier man continued.

"Want to tell me how punk our special rug advertising is, I suppose?"

"Something like that."

"Come, come; you newspaper men are not satis-

FOREWORD

These stories and illustrations, prepared for Editor & Publisher, and appearing for the first time, are for practical application. They are not mere theory . . . they can be applied to the daily needs of the merchandiser. The News-Courier is, of course, a supposititious small town newspaper and is employed as a logical means of giving a human touch to the stories. All designs are original and drawn for actual use. It is necessary, because of lack of room, to reproduce them in very small size. They are intended for two, three and four column widths and the originals are many times larger than here presented. Application for territorial newspaper rights for the drawings, plates or electrotypes should be made to Editor & Publisher. Their attractiveness is, of course, increased by the two and three column measure reproduction.

fied unless we use a full page to sell a few bathroom rugs and a roll of kitchen linoleum."

"A page would sell out your entire stock and have you writing to market for more . . . if it was written right . . . well illustrated."

"You might try making the boss think that way."

"You asked me to get up some special material for a series of rug ads, didn't you?"

"Yes . . . we're ripe for 'em. War all over. Cargo-carriers getting busy. European trade routes

opened and the Bolshevik having its whiskers trimmed. I want to have a special rug or carpet insert, illustrated, in our main ad, at least twice a week from now on."

"AND willing to spruce it up a bit . . . make it look human?"



There is yet an interesting story to tell of that far country from which the Oriental rug comes and the atmosphere is always picturesque.

RUGS



From the ORIENT

The most wonderful rugs, of course, come from the foreign markets. Experts go to the Orient and make selections.

"Bill" Randal's eyes twinkled.

"Since you put it so prettily . . . yep!"

"Well, then—I have spent an hour watching things in the department. I wanted to collect some first-hand material that would help. I got it . . . and something else."

Randal was interested immediately.

"Yes," he nodded, "yes." He was leaning across his desk.

"I think the best way to write and draw advertising is to study the methods of the salesmen and the attitude of the people buying the goods. I was never so impressed by this fact before."

"Please don't get an axe out for the salesmen. The labor situation is a problem. You ought to know that. Most of our young fellows went into khaki. They are coming back . . . but slowly. And you never saw a more restless bunch in your life . . . changed! They are not satisfied with the hum-drum of a rug department. Nothing short of firing the store or setting off a charge of dynamite will catch their interest. We put in old fellows here that have been retired for twenty years. They come down to work with mustard plasters on their backs and a bottle of Sloan's Liniment in their hip pockets. But fire away . . . I'm fat and happy and I can stand it."

(Continued on Page 14.)

"No . . . I merely collected general information. On the contrary, it was a case of rather clever salesmanship. My bit of education came from a chap who KNEW what to say. I'm surprised that you never put the same identical THOUGHTS and APPEALS into newspaper advertising . . . you'd sell more rugs."

"What Did You See?"

"SOUNDS as if it might be 'Pop' Finkley; he has been with us ever since the foundation was started for the store. And in this same depart-



RUG SALE

The livability of a room is always increased by the right rugs—they grow to have a personality all their own.

ment. What did you overhear . . . what did you see?"

"Let me tell it in my own way. I can best illustrate my point by rehearsing a few of the sales . . . a few of the methods . . . for you HAVE some old fossils, at that. A lady of obvious refinement came into the department. Said she: 'I want to buy a rug for a bedroom. It has quite light, cretonne draperies, white enamel furniture, and a hardwood floor.'

"Yes, Madam," said the salesman, whereupon he produced, of all things, a heavy red velvet rug. The customer looked surprised. Then she smiled . . . and I did likewise.

"That rug would never do for a bedroom . . . even if there was no cretonne . . . no light furnishings. It is a parlor rug," said the lady with some impatience; "it is not appropriate at ALL! Show me something else."

"The salesman was fumbling in a pile of massive Turkish rugs with patterns that would have provided perpetual nightmare, because of their designs when your assistant happened on the scene. He sized up the situation and resorted to what I considered a stroke of genius. Said he: 'Have you seen the new line of rag rugs? They are very beautiful, very quaint, very serviceable. I think I overheard you saying that much of your furniture was Colonial. The rag rugs are particularly appropriate. They come in so many charming designs . . . solid color centres with simple borders, floral designs or the standard hit-and-miss, which, as you know, dates back to the days when the early Colonials made their own rag rugs. This line has started well, and the quality is of the very finest. Moreover, they are economical. I recommend them as just the thing with the cretonne hangings you mention.'

"THE woman was interested AT ONCE. Here was genuine salesmanship asserting itself. The man knew his business. She was just five minutes accepting a large rug, 9 x 12, and three

5 x 7's for the same room. But the sale did NOT stop here. That rascal sold the customer a complete rug equipment for ALL her bedrooms. He explained that they were cool and refreshing for the summer months, even if she had other rugs."

"That was 'Pop' all right," said the Department Manager. "He's a wizard. He could sell a rug to an Eskimo for an ice hut. I never knew him to fail. Some of these salesmen hand a woman out pure silk rugs for a bath room and an Oriental Prayer Rug for the tool house. But go on . . . I'm all ears!"

"Now for the expert stuff! For fully one-half hour I listened and watched while this same 'Pop,' as you call him, put over a big deal. Man and woman came in. They wished to furnish a library with rugs. The furniture was all new. The woman, as usual, did all the talking. Patiently the salesman heard her story. Then he said:

"What is the size of the library, please?" He was told. Whereupon he laid the foundation for an intelligent survey of the situation. Was it period furniture? What was the color of the furniture? A description of the pictures, walls, and draperies. 'You see, Madam,' he went on, 'before I can show you rugs I should know that library . . . have a mental picture of it. It is rather dangerous to purchase rugs without knowing these things. Often . . . very often . . . people buy rugs, thinking them satisfactory, and find after they have been on the floor a week or so—and are therefore non-



FROM FOREIGN HAND-LOOMS

ORIENTAL RUG

A flexible three-column insert for department store advertisement, with flavor of the Orient emphasized.

returnable—that they are absolutely unsuited to conditions. I wish to save you from this. There are certain picetles of rug selection, as you are aware. . . . Furniture has SO much to do with it. . . . Red mahogany means dark velvets . . . heavy furniture means Royal Wilton . . . or similar weaves . . . then again . . . if the draperies are—say blue—it would mean Chinese rugs.'

Sold a Fine Bill

"HE sold a fine bill of goods . . . everybody was happy. And there are little merchandising sermons in the experience. I think we can get away from these bare announcements and silver print reproductions of rugs. Suggest to people that this store operates along the 'Pop' lines . . . that you sell rugs to stay put, and that there are no later regrets. More rugs shown on floors, in pictures, with the warmth and life of environment, rather than JUST A RUG. You intend to emphasize Orientals, did you say?"

"Yes . . . and a beautiful line. This town does not seem to understand or appreciate the value . . . the sentimental value of Oriental rugs. Few have been sold of late. We have stock left over from before the war. I never saw such a community for fussing around with cheap floor cover-

ings. They even go in for the mail order proposition, and while I have no complaint to make on that score in some directions, still, I think our own people should patronize home industry. By that I mean encourage our stores to be BETTER stores. It can't happen if there is too much buying on the outside."

"A bit inconsistent . . . if that reasoning is correct, we should not go to Persia, China, Turkey, and any part of the old country for our rugs. We should use the home-made variety."

Not a Parallel

"NOT a parallel at all. Europe produces certain staples that are a merchandise in themselves. America can not . . . does not attempt to . . . match them, or even to compete. Oriental rugs and the really beautiful rugs from China, that are so much in vogue now, with teakwood furniture and fancy lamps, belong in a distinct class. All peoples should encourage the arts . . . it's a duty we owe progress and civilization. Why, say . . . as soon as our early settlers in this country . . . around Boston and in New England—began to accumulate wealth, because of the growth of what was then our merchant marine, they sent to England and France for housefurnishings. Ship . . . antiques . . . that command fabulous of the best English design. It went right into those early American homes. That accounts for some of the heirloom treasures that bob up ever so often . . . antiques . . . that command fabulous prices. No, I think you are wrong when you ask Americans to shut off Oriental . . . foreign-made rugs.

"There is room for BOTH. It is even our duty, I think, to encourage the purchase of these costly and wonderful weaves from other shores. They represent an investment. They richen the furnishings of a home. I'll go so far as to say that I want several of our ads to BE educational. Let's tell of how the rugs are woven . . . where they come from, and the artistry that goes into them. It will make interesting, convincing reading. I would like nothing better than to teach this town a lesson or two on the wonder of Oriental rugs. They will



For Every Room in the House

Rugs Quality

There is a "Quality Look" to the room that is finished with the right kind of rug. This design is for three-column space.

have more respect for them . . . have a greater desire to own them . . . to see them on their floors."

"I think I come around to your way of thinking," agreed the Ad-Man; "have you material that will assist in writing the copy and illustrating it attractively?"

"PLENTY of it. Books on the subject. And I DO want the Oriental atmosphere. Of course, the great difficulty is the price. They cost big
(Continued on Page 30.)

RELY ON NEWSPAPER ADVERTISING TO SELL FINAL BOND ISSUE

Policy of Donated Space to Be Continued—Fewer Circulars, Booklets and Posters to Be Used—Investment Feature Emphasized in Copy

By a Special Correspondent.

WASHINGTON, January 28.

THE newspapers will be counted upon to put over the next Liberty Loan just as they did its four predecessors. Totally unfounded is the rumor that newspaper advertising is not to be utilized extensively in the big bond drive—probably the final drive of the kind—that is planned for April. As a matter of fact, prominent newspaper advertisers in all parts of the country have recently, in response to inquiries from officials of the United States Treasury, come forward and declared almost unanimously that they would prefer to again purchase newspaper space and donate it to the Government rather than to resort to any new scheme for putting across this closing campaign of the war finance programme.

Probably the impression that has been created in some quarters that the newspapers will not play the leading rôle in selling the Fifth Liberty Loan has been due to another erroneous idea. There has been gossip to the effect that the Government expects this final war loan to be subscribed almost wholly by the bankers; and that, knowing that the bankers will have to shoulder the burden, Uncle Sam will dispense with anything in the nature of a broad-gauge advertising and publicity programme to line up the general public. All such talk is wide of the mark.

Must Be Sold to the People, Not to the Banks

Not only is there no intention on the part of the Government of making a financial pack horse of the banks, but it is held at Washington that it would be a mighty bad thing for business in general—the newspaper business included—if the banks were compelled to absorb this fifth issue of war bonds.

Would Tie Up Bank Funds

It would mean that if the funds of the banks were tied up in Government securities the banks would have no money to loan to business houses all up and down the land for the expansion of their activities. Result, newspaper advertising would be stunted along with every other agency of commercial and industrial development. No, says official Washington, the mass of the people must be persuaded to buy the new bonds outright or on the partial payment plan and newspaper space must be used to accomplish this purpose.

While advertising schedules have not yet been made up, and it is too early to make downright prediction, it will surprise none of the prominent officials at the United States Treasury if there be used in marketing this final offering of war bonds a greater aggregate of newspaper advertising space than was used for any previous loan. The reason is not far to seek. This next loan must be sold by an appeal to reason rather than a play upon emotion. Patriotism will help, most assuredly, but it cannot be counted upon as an all-sufficient keynote of copy as it was in the loans that went over the top while the actual fighting was in progress. The bonds of the fifth loan must be played up as a wise and profitable investment and that will involve an intensive campaign of education along a line that was subordinated in the earlier campaigns.

To Continue Donation Policy

When leading newspaper advertisers in all parts of the country and the directors of advertising in the several Federal Reserve districts recently held a council of war with respect to the loan of 1919, the men who paid for space in the other loan drives were almost a unit in declaring that they stood ready to give repeat orders for page layouts and smaller space just as was done during 1917 and 1918. Furthermore they voted to turn in on the new

advertising appropriation the very considerable sum of money that was left over from the advertising budget of the Fourth Loan.

Three Lines of Appeal Suggested

In all respects the plan of campaign with reference to newspaper publicity and advertising will follow the formula perfected for the Fourth Loan. That is to say, Washington will prepare little newspaper advertising copy, but will leave that responsibility to the advertisers who donate space, or to the local committees through which the space is purchased. To be sure, Washington will have "ideas" and suggestions and maybe some standardized copy to pass out if anybody wants it; but the point is that local advertisers and local committees will have free hands if they wish.

However, the Government is going to suggest for the guidance of all newspaper men and writers of advertising a definite policy as to "theme" that takes cognizance of the exceptional conditions that obtain with respect to this loan.

Under this strategy, three lines of appeal will be considered dominant in the advertising and propaganda for the Fifth Liberty Loan. The first of these is "Finishing the Job." The argument will be made that Uncle Sam must be kept in funds until the job over there is definitely done, until the last soldier has been brought back from Europe, and until provision is made for the proper care of all the sick and wounded.

Topics to Inspire

The second topic assigned by way of inspiration for the makers of newspaper copy will be "Peace and Prosperity." This takes account of not only the obligations but the opportunities that will confront the nation incident to our new position of world leadership.

Finally, the newspaper men will be asked to build advertisements, news articles, and special features upon the theme of "Investment." All angles of the subjects of thrift, intelligent economy, systematic saving, and the "rainy day" insurance of the bond owner are expected to be exploited. The fact that the new bonds will be of short maturity (an advantage in the eyes of many investors) and that the rate of interest

will probably be higher than on any of the preceding issues will afford ammunition for making the most of the investment aspect of the assignment.

"Victory Liberty Loan"

A number of newspaper executives have suggested to the officials at the Treasury that this new loan should be designated the Victory Loan, and that this is not to be done does not mean that the officials do not appreciate the force of the arguments put forward by the men whose training and experience qualify them as experts in the choice of "headlines." After due deliberation, however, it was concluded that for the sake of cumulative effect the name "Liberty Loan" should be retained.

However, "Victory" is to be used in an only slightly subordinate sense. For example, the lapel button for the next loan will bear a "V." That will stand for Fifth, but even more emphasis will be placed on the fact that it likewise stands for Victory.

Arranging "Stunts"

Director of Liberty Loan Publicity Frank R. Wilson is arranging, in connection with the three weeks' campaign in April, a number of "stunts" that will afford good copy of genuine news value for the newspapers. For example, there have been conveyed to Great Britain and France urgent invitations to send their most famous and most daring aces to make exhibition flights.

However, straight newspaper copy in the reading and advertising columns will be the main prop. As indicative of the heavier responsibility that is to go to the newspapers it may be mentioned that there will be used in this next campaign comparatively little literature in the form of cards, circulars and booklets. And there will be only five poster designs instead of ten as in the previous campaign. If present expectations are realized, close to \$5,000,000 will be paid to the newspapers of the United States in April by advertisers who will assign their regular space or buy special display to boom the farewell appearance of the Liberty Loan.

America Falling Behind in Drive for Trade

Cuban Publisher Blames Delay in Issuing Passports, Saying that Britain Is Getting Ahead of U. S. Merchants

George M. Bradt, publisher of the Havana (Cuba) Post, who arrived in New York recently, declares that the United States is far behind other countries in pushing for trade in Cuba and South American countries, because of delay in issuing passports to representatives of business houses.

The drummers of England and other countries are on the job already, he said. He cited an instance where a merchant in Havana wrote to Providence, R. I., and to England regarding the purchase of \$250,000 worth of goods. The English mill representatives reached Cuba and left before the Providence man started from home.

Mr. Bradt said that within ten days after the signing of the armistice a British freighter loaded with thousands of tons of goods reached Cuba, and several British ships had been there since with cargoes. A Swedish concern offered him news print paper, he said, on a three-year contract at one-third less than he had been paying in this country.

Editors Declare for Absolute Americanism

Northern Minnesota Association Hears War Tales and "Talks Shop"—Elects W. E. Verity President

The Northern Minnesota Editorial Association, comprising dailies as well as weeklies, held its annual meeting at Wadena January 24 and 25. It pronounced in favor of absolute Americanism and in opposition to anything like Bolshevism and indorsed the good roads movement in which the State of Minnesota purposes expending \$100,000,000 eventually.

H. V. Jones, president, manager and editor of the Minneapolis Journal, one of the American journalists who visited the front in France, related his observations there in an address on "Coöperation of City and Country Press."

Prof. W. P. Kirkwood, of St. Paul, head of the department of journalism of the University of Minnesota and editor of the publications of the Agricultural College of the university, in an address, "Bucking the Hindenburg Line," told how the press of the State helped win the war. Other addresses were: "Peace-Time Printing Prices," Will Wilke, Grey Eagle Gazette, member of the National and State Editorial Executive Committees; "Fraudulent Stock Promotions," Curtis L. Mosher, publicity agent and assistant agent for the Ninth Federal Reserve District; "Newspaper Ideals," Fred E. Hadley, Winnebago City Enterprise, former president of the Minnesota Editorial Association, Representatives of Twin City and Duluth wholesale paper houses joined in the discussion of prices.

The new officers are W. E. Verity, Wadena Pioneer Journal, president, succeeding George E. Ericson, Spooner Northern News; H. C. Mitchell, Bemidji Sentinel, vice-president; A. G. Rutledge, Minneapolis, secretary-treasurer (re-elected); Charles T. Keller, Menahga Journal; Harry M. Wheelock, Wheelock's Weekly, Fergus Falls, and Henry Phillips, Mahnomen Pioneer, executive committee.

Buys Control of Greenville News

The controlling interest in the Greenville (S. C.) News was purchased January 22 by B. H. Peace from Capt. Ellison A. Smyth, who for the past thirty-one years has been connected with this paper, first as director and later as president. Mr. Peace has been general manager of the News since 1916, but had been identified with it in various capacities for more than fifteen years previously. The transaction will involve no changes in the policy of the paper, as it will continue to be under the management of Mr. Peace, just as it has been for the past three years.

Revives C. C. N. Y. Publication

The Mercury Magazine, oldest literary organ of the College of the City of New York, will be resumed in the coming semester. The Mercury was last issued in April. Because many students, former contributors, were occupied in war activities, and while others were in the S. A. T. C., it was decided to suspend it temporarily.

Appointed, Secretary and Cashier

Cornelius A. McGrath, legislative correspondent for the Troy (N. Y.) Record, has been appointed secretary and cashier in the State Department of Public Buildings, at a salary of \$2,200.

ECONOMY SOUNDS DEATH KNEEL OF CIRCULATION GUARANTEE

John Adams Thayer and Jesse H. Neal See Benefit to Both
Publishers and Advertisers in Permanent
Adoption of War Regulations

BELIEVING that the regulations governing wasteful practices instituted by the War Industries Board during the war has been of benefit to the publishing industry, the Periodical Publishers' Association of America has adopted them as additional standards of practice, urging all publishers to follow them. It is argued that if publishers had discarded the practices complained of years ago they would find their business on a better basis to-day.

There are those who contend that if the elimination of waste be carefully and consistently followed there will be less talk about guaranteed circulations, and that quality as well as quantity will rule in the selection of mediums by advertisers. John Adams Thayer, executive secretary of the Periodical Publishers' Association, has some decided opinions on this, which he thus expressed to EDITOR & PUBLISHER:

Circulation Guarantee Thing of Past

"It can safely be said that the old guarantee of circulation, requiring a rebate if circulation falls below guarantee amount, is a thing of the past. It is unnecessary to go into details giving reasons why such a policy has been discontinued; quality of circulation, as well as quantity, together with the methods employed to obtain the circulation, is and should be the basis for advertising value, and not mere quantity.

Audits Solve Problem

"In former days, when no regular audit was made of circulations, there may have been a guarantee statement made by some optimistic publisher which fell short of the stated quantity, but the circulations of all leading publications are now audited by either the A. B. C., or some certified audit firm, which gives all the information desired by the advertiser or advertising agent. This audit, together with the print and net editions, which can be obtained monthly upon request, simplifies the matter to the satisfaction of all.

"As is well known, many of the leading publications, such as the Saturday Evening Post, Ladies' Home Journal, and the Literary Digest, have never felt the necessity for guaranteeing circulations. The list of publishing houses which disapprove the guarantee clause, or which are not writing contracts on that basis, includes also such houses as the Crowell Publishing Company, the International Magazine Company, McCall Company, Pictorial Review Company, Vogue Company, People's Home Journal, American Boy, Doubleday, Page & Co., and many others.

May Not Be Resumed.

"The giving of free copies to agents, their representatives, advertisers and prospective advertisers, was another 'wasteful practice' which the War Industries Board recommended that publishers discontinue. The board went on record as saying that no industry had so little regard for its product as the publishing industry. All one had to be in former years was an occasional advertiser to receive so many publications free that the library table in his home resembled the reading room of a public library. This liberality of many publishers in giving unnecessary free copies was the cause of the issuance of an order by the Post Office forbidding it, so that the withdrawal of the regulation by the War Industries Board made no appreciable change."

Jesse H. Neal, executive secretary of the Associated Business Papers, stated that before the war very few of the

business papers issued circulation guarantees calling for a rebate should circulation fall below the guaranteed amount during the term of the contract. Beginning with the promulgation of the regulations by the War Industries Board, he said that the practice had been discontinued entirely, and that there was little likelihood of its being resumed.

"The business papers," said Mr. Neal, "are staunch believers in frequent and verified circulation statements. They are using every legitimate means to maintain circulations to the uttermost limit of service to their industries and their advertisers, but they are opposed to any method of artificial stimulus to extend circulations beyond that limit."

Mr. Neal asserted that the tendency of guarantees with rebate penalties is towards unhealthy competition for mere quantity, which adds unnecessary overhead costs and creates a false basis for advertising rates.

"The main consideration for an advertiser in estimating the value of a business paper," he said, "is the extent to which it is covering its legitimate field. If the paper is covering its field, then the addition of a thousand or so copies will detract from, rather than enhance, its advertising value. The extra cost of the superfluous circulation must be absorbed by the publisher, thus lessening his ability to render adequate service, or else be added to the advertising rates."

Wisconsin-News Will Move

The Milwaukee Wisconsin-News will move into larger quarters as soon as its leases expire. It has leased the basement and the first and second floors of the Goldsmith Building, an eight-story structure, two blocks from its present home, retaining the present advantage of being about midway between Milwaukee's two railroad depots. The new home will be two blocks nearer the Federal building and the Court House, and close to other centres of news. In the new home there will be new presses able to print 60,000 papers an hour.

Seeks Reasons for U. S. Publications

Senator Sherman, of Illinois, has offered a resolution in the United States Senate, calling upon the Committee on Printing to investigate the various publications issued by the Government, including the Official Bulletin, to ascertain if they are actually serving any useful purpose. There are eighteen publications issued by the various departments.

"DEAN DICK" BEST SPECIMEN OF MEN WHO GET NEWS

Among the American newspaper correspondents reporting the Peace Conference at Paris, the work of Richard V. Oulahan, in charge of the Peace Conference staff of the New York Times, has attracted frequent and favorable comment in both England and France, as well as in this country.

Mr. Oulahan, dean of the Washington correspondents and chief Washington correspondent of the Times, is one of the best-known newspapermen in the country, as well as one of the most popular. He is a brilliant writer, a great newsgatherer and has a keen sense of humor. Furthermore, he makes a very excellent speech.

At the National Press Club in Washington one evening a friend said to him: "Dick, So-and-So told me the other night that he thought you were what Matthew Arnold would have called a sweetness-and-light kind of man."

"Is that so?" replied Oulahan. "I hope you didn't tell him that I wrote that sweetness and light essay for Arnold."

Mr. Oulahan is extremely brilliant in repartee, and it was for that reason that he often was chosen by the committee having in charge one of the famous dinners of the Gridiron Club, of which he is a member and former president, to write what proved to be some of the most amusing parts of the dinner skit. It has been said of Oulahan that he has known intimately more Presidents and Cabinet Ministers than any other Washington correspondent of his time. Only the other day former Secretary of War Lindley M. Garrison, speaking of Washington correspondents in the office of the receiver of the Brooklyn Rapid Transit Company, said:

"Dick Oulahan is one of the most charming of men and about the ablest newspaper correspondent I ever knew. I never had but one misunderstanding with him, and when he fully understood the reason for the action I took, and of which he complained, he was quite satisfied. After that we were great friends."

Mr. Oulahan was born in Washington on May 23, 1867. He was educated in the public and private schools of the national capital and began his career as a journalist when he was only nineteen years old as a reporter on the old Washington Critic. After a short service with that paper he was called to the Roanoke (Va.) Daily Telegram, after ward the Roanoke Times, as news editor, and later he became associate editor. He remained in Roanoke for a year and then returned to Washington and to the bureau of the old United Press.

At the end of two years he joined the Washington staff of the New York Sun. That was in 1897. He remained in the Sun's Washington bureau for thirteen years, being chief correspondent from 1904 until 1910, when he was called to New York and made publisher of the Sun. After the death of H. R. Chamberlain, the Sun's chief London correspondent, Mr. Oulahan was sent to London to take charge of the office there and direct the work of all the Sun's European correspondents. Remaining in London for about a year, he resigned shortly after William C. Reick obtained control of the Sun, and not long after that he became the chief Washington correspondent of the Times.

His only child, Capt. Richard V. Oulahan, jr., served in the American Army in France and now is employed by the Times in the business office.

Montreal Star Ends 50 Years of Service to Canada

Baron Atholstan Tells Readers Story of
Paper's Life and World Growth
During Its Career

The Montreal Star celebrated the fiftieth anniversary of its foundation January 18. In commemoration of the event Baron Atholstan, proprietor of the Star, gave away a souvenir to subscribers in the form of a booklet containing interesting data relating to the growth of the Star, the City of Montreal, the British Empire and the world.

When the Star was established in 1869 the Dominion of Canada was then but two years old. Baron Atholstan, who founded the paper half a century ago, was a farmer's son who went to Montreal from the Eastern Townships in Quebec Province.

In the first few years he was editor, business manager, mechanical superintendent, janitor, office boy and printers' devil. At times he bought his coal by the scuttleful, his paper by the single roll, delivered the papers himself, and when he was unable to pay for power to run his presses brought in a broken-down old horse from his father's farm and operated them by the original "horse power."

Later success crowned his efforts and for his services to the empire during the South African war Hugh Gráham was knighted and became Sir Hugh, and a year or two ago he was raised to the peerage with the title of Baron Atholstan, which entitles him to a seat in the House of Lords.

Sues Because of Picture

The Milwaukee Journal has been sued for \$50,000 for alleged libel by Emil Seidel, former mayor and at one time Socialist candidate for vice-president. The Journal, in an account of the indictment of several Socialists by the Federal Grand Jury, October 28, 1918, for alleged violation of the Espionage act, inadvertently used a picture of Mr. Seidel with others under the caption: "Who the Indicted Socialists Are." There was no reading matter in the news article accompanying the picture to indicate that Mr. Seidel had been indicted.

Socialists Must Have Own Papers

Scott Nearing, the Socialist, in a recent address in New York declared: "The Socialist party must set to work to establish its own machinery of communication and organization. We have got to have our own schools and halls and our own newspapers. We can't afford to go on trading with the enemy. I've come to the opinion not to have any diplomatic relations with the other side. If we want halls, we've got to own them; if we want newspapers, we've got to support them."

Raises Ban on Army Pictures

Restrictions on the taking of photographs and moving pictures of men in the American Expeditionary Forces and in sections occupied by American troops have been suspended by orders from American General Headquarters. Any photograph may now be taken and sent to any except enemy countries.

N. Y. Mailers Will Hold Ball

The entertainment and ball of Mailers' Union No. 3 will be held in Palm Garden, New York, on the evening of February 3.

MORE THAN 37,500 IN USE

TRADE

LINOTYPE

MARK

THE MACHINE THAT LASTS

AT YOUR SERVICE

Strictly speaking, machinery is never what the experts call fool-proof. Thus, every owner of a machine wants the kind of service he can requisition as well as read about.

As a Linotype user, you have at your service an organization with both the spirit to serve and the resources.

“WHAT YOU CAN DO WITH A MODEL 14 LINOTYPE”

is an example of Linotype Typography, and otherwise a book well worth reading. *Let us send you a copy.*

MERGENTHALER LINOTYPE Co.

New York, U. S. A.

CHICAGO
1100 S. Wabash Ave.

NEW ORLEANS
549 Baronne St.

SAN FRANCISCO
646 Sacramento St.

Canadian Linotype Limited, 68 Temperance St., Toronto

TYPOGRAPHY

TRADE LINOTYPE MARK

WILL STAND BY ITS CONTRACTS WITH NEWSPAPER PUBLISHERS

Typographical Union Declares Local Unions that Strike Without Good Reason Will Lose Charters—All New York Papers Unionized—Many Higher Wage Scales Granted

MEMBERS of the International Typographical Union will not participate in the scheduled national labor strike on July 1, in behalf of a new trial or the pardon of Tom Mooney, the Los Angeles labor leader, judging by the position President Scott recently took when the Milwaukee Union voted to take up Mooney's cause.

President Scott in no uncertain terms ordered the members to remain at work and emphasized that all contracts between the I. T. U. and publishers must be carried out to the letter.

Threatens to Revoke Charters

His message said: "The laws of the International governing strikes are very explicit. Milwaukee Typographical Union has no controversy with the employers of that city which would justify a strike. If the members of Typographical Union No. 23 participate in an illegal and unsanctioned strike, the executive council will summarily suspend your charter, as ordered by the Scranton Convention."

Provision for Employing Soldiers

Complying with the instructions of the International Board of Arbitration, President Scott, of the International Typographical Union, and H. N. Kellogg, chairman of the special standing committee of the American Newspaper Publishers Association, have recommended that the following memorandum be attached to all contracts between employers and typographical unions made prior to December 1, 1918, and be included in contracts entered into subsequent to that date:

"It is agreed between the employer (or employers) and the union, parties to this contract, that the situations of employees who enlist or are enrolled for service in time of war may be filled during their absence by the foreman of the department in which they are employed. Provided, that upon reporting for duty the situations formerly held by these employees shall be restored to them. This provision includes all employees serving in any branch of the United States Army or Navy, the Canadian overseas expeditionary forces, the American Red Cross Society, the Red Cross societies of the Allies, the Young Men's Christian Association, the Knights of Columbus, the Salvation Army, and the Jewish Welfare Board.

Taking Care of Apprentices

"This provision shall not be construed as requiring the employer to restore a situation which may have been abolished through a reduction in the force, as provided in section 121 of the general laws of the International Typographical Union for 1916, the understanding being that employees covered by this provision shall suffer no loss of priority rights or standing during their absence.

"If in restoring apprentices to their situations the total number employed shall exceed the number allowed by the local contract, the parties to this agreement will exert every reasonable effort to make provision for any apprentices who may be displaced.

"The above provisions are not intended to require a foreman to fill the situation of an employee who is absent for the reason above given or to compel the re-employment of any employee who, because of any physical disability, may be unable to perform the duties required in the situation formerly held by him."

Numerous new contracts for higher scales have been made recently between newspaper publishers and the I. T. U.

To-day the New York Commercial's plant will be unionized. This will mean that all New York City newspapers will have union plants for the first time in their history. Other new contracts follow:

New Britain, Conn.—Effective December 1, 1918, the scale is now \$26 per week for machine men and \$24 for handmen; increase, \$3.

Morristown, N. J.—Handmen, operators, \$24. Contract covers one year—November 1, 1918, to October 31, 1919; increase, \$3.

Painesville, Ohio.—Handmen, operators, \$19. Contract covers one year; increase, \$5.

Richmond, Ind.—(Day), all journeymen, \$24; (night), all journeymen, \$26. Contract covers one year; increase, \$2.

Increase in Jacksonville

Jacksonville, Fla.—(Day), handmen, operators, \$31.50; covers one year; increase, handmen, \$6.50; operators, \$5.

Casper, Wyo.—(Day), all journeymen, \$38; (night), all journeymen, \$41; contract covers six months; increase, \$2.

Henderson, Ky.—(Day), handmen, \$18; operators, \$20; (night), handmen, \$19; operators, \$22; contract covers one year; increase, \$2.

Norfolk, Va.—The Ledger-Dispatch has granted another war bonus of \$3 per week, making the scale \$33 per week for all employees of the composing room.

Saskatoon, Sask.—(Day), all journeymen, \$33; (night), all journeymen, \$35; contract covers six months; increase, \$4.

Louisville, Ky. (Mallers)—All journeymen, \$21; eight hours constitute a day's work; seven hours a night's work, except two nights each week, when eight hours constitute a night's work; contract covers three years; increase (day), \$5.50; (night), \$4.50.

Canton, Ohio.—(Day), handmen, operators, \$27.50; (night), handmen, operators, \$30.50; contract covers one year; increase, \$2.50.

New Scale in Guthrie

Guthrie, Okla.—(Day), handmen, operators, \$25; (night), handmen, operators, \$27.50; contract covers one year; increase (day), handmen, \$5; operators, \$2; (night), handmen, \$6.50; operators, \$3.50.

Victoria, B. C.—A 15 per cent. increase has been given members of No. 201 employed in composing rooms of newspaper offices.

Dover, N. J.—(Day), handmen, \$27; operators, \$30; contract covers one year; increase, \$9.

Fort Worth, Texas (Mallers) (Night), all journeymen, \$3.50 per night; con-

tract covers two years; increase, \$1.50. In addition a \$1.50 per week bonus has been granted.

Eureka, Cal.—(Day), handmen, operators, \$4.50 per day; (night), \$5 per night; contract covers one year; increase, 50 cents per day.

Topeka, Kan. (Mallers)—(Day), all journeymen, \$18; (night), all journeymen, \$21; contract covers one year; increase (day), \$2; (night), \$3.

St. Joseph, Mo.—Newspaper proprietors have agreed to a second bonus of \$3 per week, making the total bonus now paid \$5. Pay now is (morning), \$32.50; (evening), \$30.

Chickasha, Okla.—(Day), handmen, operators, \$25; (night), handmen, operators, \$27; contract covers one year; increase, \$3.

Philadelphia, Pa. (Typographia)—(Day), all journeymen, \$5.10 per day; five days of eight hours each constitute a week's work; (night), all journeymen, \$5.50 per night; five nights of eight hours each constitute a week's work; contract covers one year; increase, \$2.50.

Corpus Christi, Texas (Day), handmen, \$25; operators, \$27.50; machinist-operators, \$30. (Night), handmen, \$27.50; operators, \$33; machinist-operators, \$35. Contract covers two years; increase (day), handmen, \$2.50; operators, machinist-operators, \$2. (Night), handmen, \$3; operators, \$5.50; machinist-operators, \$5.

Nineteen-Month Contract in Helena

Helena, Mont.—(Day), handmen, operators, \$5.90 per day; (night), handmen, operators, \$6.40 per night; seven and one-half hours constitute a day's or night's work. Contract covers nineteen months; increase, 65 cents per day. Contract provides for a further increase of 35 cents per day on February 15.

Moose, Jaw, Sask.—(Day), all journeymen, \$32; (night), all journeymen, \$35; eight hours constitute a day's work; seven and one-half hours constitute a night's work; contract covers one year; increase (day), \$7; (night), \$8.

St. Paul, Minn.—(Day), handmen, 63 cents per hour; operators, piece rates. (Night), handmen, 69¢ cents per hour; operators, piece rates; contract provides that day's work shall consist of not more than eight hours nor less than seven hours, and covers three years; increase (day), handmen, 8½ cents per hour; (night), handmen, 8¢ cents per hour. A war bonus of \$1 per week has also been granted, to continue during the term of the contract.

Texarkana, Texas—A rise of \$3.50 makes the scale here, handmen, \$24; operators, \$27. The contract covers one year.

Bay City, Mich.—(Day), handmen, operators, \$24; (night), handmen, operators, \$27.50; increase (day) May 10, 1918, handmen, operators, \$3.84; May 10, 1920, \$1. (Night), May 10, 1918, handmen, operators, \$5.90; May 10, 1920, \$1. Contract covers three years.

Australian Unions Get Substantial Increases From Newspaper Owners

New wage scales were adopted by agreement between the Printing Industries Union and the Sydney (Australia) Daily Newspaper Association on December 1, 1918. Recent increases in West Australia and South Australia paved the way for substantial increases in Sydney.

The principal features in the new agreement are as follows (conditions previously applying been printed in parentheses):

Week's work, 44 hours day and 42 hours night (48 hours previously). Time in excess to be paid for at time and a quarter. Two weeks' holiday every year for all employees (including piece and time hands) in lieu of public holidays worked at ordinary rates. Term of agreement, 3½ years.

Composing Room—Piece rates, 4d. per thousand for day and 4¼d. for night work (3¾d. per thousand all round), with extra ¼d. per thousand for measures under 14 ems. Time rates: Permanent floor hands, day, £4 10s. per week; night, £5 per week; casuals, 2s. 3d. and 2s. 9d. per hour (1s. 10d. and 2s. 2d.).

Readers—Day, £4 15s. per week; night, £5 10s. per week. Assistant readers, day, £3 5s. per week; night, £3 15s. per week.

Stereotypers—Day, £4 2s. 6d. per week; night, £4 7s. 6d. per week.

Assistant Stereotypers—Day, £3 15s. per week; night, £4 per week.

Press Room—Machinists (in charge of presses), day, £4 10s. weekly; night, £5 weekly. Brake hands and ollers, £3 15s. and £4 2s. 6d. per week. General hands, £3. 10s. and £3. 12s. 6d. per week.

Publishing Hands—Day, £3 10s. weekly; night, £3 15s. per week.

The rates generally represent a substantial increase over the old scale.

EXPRESSES FAITH IN SWAIN

Colorado Editorial Association Also Elects C. F. Wadsworth President

C. F. Wadsworth, manager of the Colorado branch of the Western Newspaper Union, was elected president of the Colorado Editorial Association during its convention in Denver last week. S. A. Crary, of the Lamar News, is the vice-president, and George Haubrick, of the Greeley News, secretary and treasurer.

A resolution was passed expressing "unbounded faith in the loyalty, patriotism and integrity" of Alva Swain, Denver representative of the Pueblo Chieftain, which paper was recently accused by a witness before a Senate investigating committee of accepting money from a representative of the German Government.

Wright L. Patterson, editor-in-chief of the Western Newspaper Union, of Chicago, was one of the speakers.

Sun Advertising Divided

The division between the New York Morning and Evening Sun's advertising staffs has been made complete, inasmuch as the foreign advertising, which had been handled for both papers by Mr. Fletcher, will be handled separately in the future, the whole field for the morning paper now being in charge of D. Fitz-Gibbon, the new advertising manager. J. Hamilton will handle the foreign department for the morning and Sunday Sun, while Mr. Fletcher will work the same for the evening paper.

Timely Special Advertising

Halifax had a destructive fire recently. An office building was destroyed, burning out forty tenants. Insurance did not nearly cover the losses sustained—and this fact suggested to the management of the Herald and Mail an advertising stunt. The next day's issue carried, with the full story of the fire, three pages of special advertising—fire insurance ads predominating, but other lines being included, such as dealers in office furniture.

These Great Features

When you say that *The New York Evening Post* is among America's great newspapers, you are paying tribute to the men who make it.

The New York Evening Post is composite of the work of a brilliant staff. The qualities which distinguish their writing—breadth of knowledge, grasp of subject, masterly skill in treatment—are precisely the ones that have given *The Evening Post* its nation-wide prestige.

Some of the best of that newspaper's features are offered for syndication. Each has its special merit, each its particular appeal and its own pulling power.

A newspaper which gets one of these is fortunate. When it gets **all** it has gone far toward giving its readers a newspaper of highest merit.

THE DAILY FINANCIAL ARTICLE

Written by Alexander D. Noyes at the close of the stock market and flashed by wire to the subscribing newspapers, it is an expert's narrative, swiftly told, of what happened in finance. It is more than a narration—an **interpretation**.

It reveals the causes at work behind each development.

A profound student of economics and author of widely circulated books on finance, Mr. Noyes writes with authority. His views carry weight in the highest circles. The Daily Financial Article grips the attention of investors and other business men.

Financial Advertising Follows, of Course

These well-known newspapers feature the Daily Financial Article:

Baltimore Sun	Hartford Times	Richmond News-Leader
Chicago Daily News	Montreal Standard	Springfield Daily News
Cleveland Press	Pittsburgh Press	St. Louis Post-Dispatch
Detroit Free Press	Philadelphia Bulletin	

THE WEEKLY FINANCIAL REVIEW

It's a valuable Saturday, Sunday or Monday feature. We supply it by mail or wire. It surveys the week in America; it gives tables of stock and bond transactions, correspondence from important centres, and a special London cable dealing with the viewpoint of financial London. You may, if you prefer, secure **the London cable** only.

The Weekly Financial Review is published by:

Minneapolis Journal	Philadelphia Inquirer	Scranton Tribune-Republican
Montreal Standard	Richmond News-Leader	

WRITE OR WIRE FOR TERMS TO

THE NEW YORK EVENING POST - - -

Will Help Your Paper

DAVID LAWRENCE

In the front rank of newspaper men now reporting the Peace Conference for the American people this brilliant correspondent is a striking figure.

For more than three years he has represented *The New York Evening Post* at Washington with an ability that swiftly won national notice. Mr. Lawrence knows the men prominent in public affairs. He is a student of international questions (he studied political science under Woodrow Wilson at Princeton). He understands the big problems of the hour and has the knack of writing clearly and understandingly.

Whether written from Paris or from Washington, the Lawrence article stands out in sharp distinction. For an index to its value read the list of newspapers now receiving it:

- | | | |
|--------------------------|-------------------------|-------------------------|
| ATLANTA JOURNAL | GREENSBORO DAILY NEWS | PITTSBURGH POST |
| BALTIMORE NEWS | HARTFORD TIMES | PORTLAND EXPRESS |
| BIRMINGHAM NEWS | HARRISBURG PATRIOT | RICHMOND NEWS-LEADER |
| BOSTON TRAVELER | INDIANAPOLIS NEWS | ROCHESTER HERALD |
| BUFFALO EVENING NEWS | JOHNSTOWN DEMOCRAT | SIOUX CITY JOURNAL |
| CHATTANOOGA NEWS | LOUISVILLE EVENING POST | ST. LOUIS STAR |
| CHICAGO DAILY NEWS | MEMPHIS NEWS-SCIMITAR | ST. LOUIS POST-DISPATCH |
| CLEVELAND NEWS | MILWAUKEE JOURNAL | ST. PAUL DISPATCH |
| DES MOINES CAPITAL | MINNEAPOLIS TRIBUNE | SYRACUSE POST-STANDARD |
| DETROIT FREE PRESS | NEW BEDFORD STANDARD | WASHINGTON STAR |
| EL PASO HERALD | NORFOLK LEDGER-DISPATCH | WORCESTER TELEGRAM |
| FORT WORTH STAR-TELEGRAM | OKLAHOMA OKLAHOMAN | YOUNGSTOWN VINDICATOR |
| GRAND RAPIDS PRESS | PHILADELPHIA BULLETIN | |

SIMEON STRUNSKY

He, too, is in Europe—the Associate Editor and Military Critic of *The New York Evening Post*, author of “Belshazzar’s Court” and “Post-Impressions,” delightful stylist, humorist and, in the opinion of Frank H. Simonds, “the greatest authority in this country on Continental European affairs.”

Mr. Strunsky is visiting England, France, Belgium and Switzerland and is sending three articles a week. He is visiting the battlefields and studying the factors of strategy hitherto not revealed. He is studying the people. He is finding out how the war has affected them—with what opinions and what emotions they face the future.

And he is writing of them as only Simeon Strunsky could! His articles are published in

- | | | |
|------------------------|--------------------|-------------------|
| ALBANY JOURNAL | PHILADELPHIA PRESS | SEATTLE TIMES |
| BUFFALO COURIER | ROCHESTER HERALD | SIOUX FALLS PRESS |
| LOWELL COURIER-CITIZEN | | |

WILLIAM G. SHEPHERD

The popular writer of stimulating articles from Europe has been added to *The New York Evening Post* staff abroad. Mr. Shepherd knows his American audience—that’s proven by his firm hold on their interest. There are Shepherd readers in every section of the country. There will be more in your territory if you secure his fresh, sparkling human-interest narratives.

Mr. Shepherd is “out with the folks whose maps are being made, to see what the map-making is doing to them; in Russia, Turkey, Armenia and the Balkans.”

The Shepherd stories will be one hundred per cent good! Contracts are being closed now.

“The Home Maker,” a weekly article by Prudence Bradish, devoted to the interests of woman and the home, is shared by the **CHICAGO DAILY NEWS** and the **PHILADELPHIA INQUIRER**. Available by mail for Saturday or Sunday.

MS TO SYNDICATE DEPARTMENT

20 Vesey Street, NEW YORK

MUST MAKE FARMERS SPEND MORE MONEY

Advertising Should Be Directed Towards Making Them Buy, Declares Expert, So That Prices of Food Will Come Down

By HOWARD D. GLENN

"Advertising of the future must be used to fashion the ideals and thoughts of the people; it must cease to be merely a selling medium," declared Howard D. Glenn, advertising and sales promotion manager of the Detroit Stove Company, addressing the Adcraft Club of Detroit.

"The advertising man of the future must be a business man of resource, foresight and keenness; he must keep his present-day enthusiasm, and add to it a rare business judgment.

"The biggest business problem of today is to get the farmer to spend his money, and in that advertising men must play the leading part. The farmers comprise about one-third of the population of the country, and they are producing fast enough to-day to keep the other two-thirds. As a result, the high price they are getting for their produce will continue, because of the laws of supply and demand.

Prosperity Is With Them

"These high prices brought the farmers between \$20,000,000,000 and \$24,000,000,000 during the past year, compared to \$10,000,000,000 in 1914, an increase of 141 per cent. Meantime, the increase in production cost was less than 50 per cent. On the other hand, while the value of manufactured products has increased 105 per cent., the cost of production has increased about 100 per cent.

"It is to the farmer we must look for the future prosperity of the country. With the demand for his products as great as it is, his prices will not come down. We must get him to spend the great profits he is making on automobiles and other commodities to keep business running smoothly.

Must Not Wait

"If the farmer will turn back his money to the other lines of business, prosperity is assured. The most important facts in the situation are that the country is neither over-sold nor over-producing, assuring continued demand for commodities; secondly, the country to-day is 40 per cent. under-built, due to war conditions; the banking system of the country is in better shape than ever before, due to the Federal Reserve banks; foreign trade will be conducted on a larger scale than ever before; and, finally, merchants' stocks are depleted, adding to the demand.

"Business men have foolishly adopted the 'waiting' policy, expecting prices to come down. Prices will not decrease appreciably until food values decrease; that will not happen until the farmer produces more; that will not happen until the farmer buys tractors and trucks and other modern methods."

Should Know More Art

That America and France will be better friends if they know more about each other's art, was the opinion expressed by Lieutenant-Colonel Theodore Reinach, editor of the Paris Gazette des Beaux, in a recent lecture at the Pittsburgh University Museum. Colonel Reinach is a member of the French Educational Commission now in this country.

IMPRESSES U. S. VALUE UPON BRITONS IN TRIP ABROAD



HENRY M. HYDE

EDITOR & PUBLISHER'S European representative, Charles Capehart, sends word home that Henry M. Hyde, the Chicago Tribune's correspondent in England, has made a "wonderful impression" in favor of America in his work with Britons.

"Who's Who in America" states that Henry M. Hyde was born at Freeport, Ill., in 1866, graduated from Beloit College and is author of the following books: "One Hundred and Forty-Two," "Confessions of the Reformed Messenger Boy," "Through the Stage Door," "The Buccaneers," "The Upstart"; edited the Technical World magazine for a period of years, and contributed to leading magazines.

But "Who's Who" doesn't picture the typically American personality or the fine analytical mind which make Mr. Hyde's work so distinctive. His "job" for the Chicago Tribune in England is to interpret English occurrences as they affect the United States, and he is more than making good in telling the people of the Central West what they want to know of English thought and English life.

In addition to his work outlined above, Mr. Hyde has spent fifteen of the last twenty-five years on the editorial staff of the Tribune.

Wants Permanent Ban on German

A resolution adopted by the Patriotic Order of the Sons of America urges the permanent abandonment of use of the German language and the circulation of German language newspapers and books in this country. It asks that a Federal law be enacted to prevent the resumption of the language with Germany's allies.

Governor Smith Careful of Press

Governor Smith, of New York, has announced his policy of declining banquet invitations while the Legislature is in session. The only exceptions are the legislative correspondents' dinner at Albany and the dinner of the New York City Hall reporters.

Woman's Club After 100 Members

The Dallas (Tex.) Women's Advertising League has launched a campaign for 100 new members.

GAVE IDEAS TO LEGISLATORS

Portland Press Club Host of Oregon's 1919 Law-Makers

Just before the present session of the Oregon Legislature its members were entertained at a big banquet by the Portland Press Club. The 300 members of the House and Senate were invited and most of them attended, together with Governor Withycombe, Mayor Baker, of Portland, and other officials. Mayor Baker made a stirring appeal to both legislators and newspaper men to do everything in their power to counteract Bolshevik propaganda, which, he said, has already reached serious proportions in this country.

Legislators who had attended simply to be entertained took with them from the banquet many constructive ideas for legislation to aid in the present readjustment.

Spending Nearly All in Newspapers

In announcing that the Bradfield Company, Detroit, Mich., has become its advertising agency, the Commerce Motor Car Company, through Ernest M. Baker, general manager, let it be known that the 1919 appropriation will be spent entirely in newspapers and the automotive trade papers.

TO ERECT DON MARTIN MEMORIAL

Legislative Correspondents Discuss Plans and Elect Luther President

Arrangements for a suitable memorial for Don Martin, war correspondent of the New York Herald, who died in France, were made at the annual meeting of the Albany Legislative Correspondents' Association, held January 23.

The following officers were elected: President, Edward Staats Luther, New York Morning Telegraph; first vice-president, Russell Hathaway, jr., the Associated Press; second vice-president, Harold F. Jarvis, Buffalo Courier; secretary, Harold G. McCoy, Albany Knickerbocker Press; treasurer, Warren W. Wheaton, International News Service.

Board of Directors—Denis T. Lynch, New York Tribune, chairman; Frank A. Tierney, Albany Times-Union; George M. Van Slyke, New York Herald; Henry C. McMillan, New York Evening Post; Walter S. Green, Rochester Times-Union; Patrick T. Reilly, Brooklyn Citizen; George W. Franklin, New York Herald, and George W. Herrick, New York Morning Telegraph.

Newark Paper in New Home

The Newark (N. J.) Star-Eagle has moved into its new home in Halsey Street, near Branford Place.

The
St. Louis Star
Gained 108%
in National
Advertising
in December 1918
over
December 1917.

-don't say "Paper"
Say "STAR"

Foreign Advertising Representatives:

STORY, BROOKS & FINLEY

CHICAGO PHILADELPHIA NEW YORK
Peoples Gas Bldg. Colonial Bldg. Fifth Ave. Bldg.

SOUTH NEEDS CLOSER RELATIONS BETWEEN AGENCIES AND PAPERS

Southern Newspaper Publishers' Association and Two Advertising Agency Organizations Draw Up Joint Recommendations for Adoption at Next Annual Conventions

A JOINT committee of the Southern Newspaper Publishers' Association, Southern Farm Papers, Association of Southern Advertising Agencies, and the Southern Council of the American Association of Advertising Agencies has drawn up a series of recommendations on agency relations which have been submitted to their respective memberships for action at their next annual conventions. The purpose is to bring about closer and more effective co-operation.

The joint recommendations say: "It must become evident to any Southern publisher who studies the advertising situation that his interests and those of the reputable advertising agencies are identical and that the closer and more harmonious his relations with such agencies, especially those located in the same section of the country, the better it is for him and for them.

Agencies Depend Upon Co-operation

"It should be equally apparent to the advertising agencies of the South that in a very considerable degree their capacity to properly develop new accounts and in an even larger measure their ability to render satisfactory service to clients is dependent upon the character of the co-operation and support they receive from the publishers of their territory.

"In order that there may be speedily attained a more intimate and mutually beneficial relationship between the publishers of the South in every field and the advertising agencies of this part of the country which operate on ethical and sound lines, we heartily recommend and urgently advise the adoption of the following practices by these closely allied business interests:

On the Part of Publishers

Recognition.—Confining the allowance of commissions to agencies actually qualified to receive them. While it is not our purpose to advise any publisher to withdraw recognition already granted from an agency except for cause, we strongly urge that extreme care be exercised in extending it hereafter. Our services are offered publishers in helping them to determine whether or not new agencies asking recognition are entitled to it.

Commissions.—Allowance of the standard 15 per cent. commission and 2 per cent. cash discount in cases where not already done. Agency service of the right type earns 15 per cent. on the gross, and in paying this publishers make possible the devotion of greater energy to the development of new businesses.

Rate Cards.—Adoption of such forms and adherence thereto as will make these impossible of different interpretations. Up to this time the cards of a number of publications have been so confusing as to lead to many complications. The standard form recommended by the American Association of Advertising Agencies is practically proof against errors and should be universally used.

Make Rates Conform

Local Business.—Making the rates for this conform with those at which foreign advertising is carried and allowing agencies commission on advertising originated in the home cities of publishers on which they render adequate service will encourage special attention to its development. With the possible exception of purely retail accounts, publishers will find it profitable not to discriminate against agencies on local business.

Acknowledgment and Bills.—Orders from advertising agencies should be acknowledged in every instance or promptly

returned if not acceptable. In the absence of direct information that the advertising will be carried as ordered a great deal of extra work is required of the agencies. Invoices should be mailed not later than the first of each month for all advertising inserted during the preceding month.

Checking Copies.—Prompt mailing of issues containing advertisements inserted on their order to agencies at the time of publication is essential to the maintenance of pleasant relations between them and publishers and saves both from useless expense.

On the Part of Agencies

Order Forms.—There is room for considerable improvement in the form of orders sent out by agencies, as heretofore, in some instances, these have been lacking in clearness of detail. The adoption generally by its members of the standard order form of the American Association of Advertising Agencies will almost wholly eliminate cause for complaint in this connection.

Engravings and Plates.—Agencies are urged to more carefully look after shipments of engravings and plates. Often delay in receipt of these by the publishers until scheduled dates of insertion have passed entails considerable correspondence that might be avoided. Unless the agency is absolutely assured of its ability to forward plates at a given time it is better to delay mailing of orders pending definite information. Under present postal service conditions only special delivery mail can be depended upon for quick transmission.

Do More Development Work

Development Work.—Agencies are urged to give the utmost possible co-operation to the publishers of their vicinity in the matter of development of new accounts. Some important newspapers and farm journals in the territory of the Southern Council have complained that Northern agencies will go much further in this direction than those of the South. Any 'leads' offered a Southern agency by a publisher should be carefully investigated and at least followed by correspondence until their potentialities are uncovered.

Organized Effort.—Since some 150 of the leading agencies of the country are working constructively and in the greatest harmony as members of the American Association of Advertising Agencies—nine of these in the Southern Council—it is urged that every agency affiliate therewith for its own benefit and for the good of the advertising profession and of the publishing business. The qualifications for membership are such as can be met by any agency capable of rendering efficient service to advertisers."

EDITOR & PUBLISHER

and its relation to

Advertising Agents

MEN who do business with the newspapers must, as a matter of simple business policy, keep INFORMED about them. The space buyer for a National Advertiser should be familiar with all that is happening in the newspaper field. He should know rates and circulations, of course. That is fundamental information. But he should also keep in touch with changing VALUES in mediums in various fields—should know what newspapers are forging ahead in their communities, and why.

EDITOR & PUBLISHER prints the news about newspapers and interprets newspaper conditions. EDITOR & PUBLISHER prints the news about National Advertisers and their activities, with expert discussions of advertising problems. That is why space buyers and publishers have a dollar and cents interest in Editor & Publisher. That is why they read it regularly.

Among the regular subscribers to Editor & Publisher are such men as:

Franklin F. Shumway, President,
Franklin P. Shumway Company,
25 Bellevue Avenue,
Melrose, Mass.

W. F. Dobbs, Advertising Agency,
288 Main Street,
Danbury, Conn.

Adams Adv. Agency,
Geo. W. Adams, Pres.,
Box 370,
Mobile, Ala.

Brearley-Hamilton Co., Adv. Agents,
Michigan Trust Bldg.,
Grand Rapids, Mich.

Frank S. Chance, Owner,
Frank S. Chance, Advertising and
Business Counsellor,
1824 N. Delaware Street,
Indianapolis, Ind.

Proffitt Advertising Corp.,
1 Journal Bldg.,
Providence, R. I.

Morse Advertising Co.,
Arthur E. Morse, Pres.,
514 Mears Bldg.,
Scranton, Pa.

Thomas H. Stark, Advertising Agency,
519 Crutcher & Stark Bldg.,
Louisville, Ky.

Va. Advertising Service Co.,
C. J. Mains, Gen. Mgr.,
320 Arcade Bldg.,
Norfolk, Va.

Lampert-MacDonald Co., Adv. Agent,
J. M. S. Building,
South Bend, Ind.

C. W. Page Company, Adv. Agents,
909 Chamber of Commerce Bldg.,
Richmond, Va.

The Miller Agency Co.,
534 Nasby Bldg.,
Toledo, O.

Pfeifer's Advertising Agency,
Majestic Bldg.,
Detroit, Mich.

The Fawcett Advertising Agency,
Box 1,061,
Colorado Springs, Colo.

Paul R. Kuhn, Vice-Pres.,
Burnet-Kuhn Adv. Co.,
418, 30 S. La Salle St.,
Chicago, Ill.

The Walters Co.,
373 Broadway,
Milwaukee, Wis.

Perceval K. Frowert Company, Inc.,
R. 707,
151 West 42nd Street,
New York City.

Southwestern Advertising Company, Inc.,
415 Oklahoman Bldg.,
Oklahoma City, Okla.

J. E. Wright, Pres.,
The Wright Advertising Co.,
959 Union Arcade,
Pittsburgh, Pa.

Hamilton Advertiser's Agency,
Gorden LeRoy Lemon, Service Mgr.,
Cor. Main & MacKab Streets,
Hamilton, Ontario,
Canada.

Atlas Advertising Agency,
450 4th Ave.,
New York City.

Lake & Dunham Advertising Agency, Inc.,
1528-29 Exchange Bldg.,
Memphis, Tenn.

R. E. Shuman, Pres.,
Shuman Advertising Co.,
110 S. Dearborn St.,
Chicago, Ill.

James H. Bushnell, Adv. Agent,
507 Bank Bldg.,
Kalamazoo, Mich.

The above, and hundreds of other men who buy advertising space in the newspapers, pay for and read EDITOR & PUBLISHER for its service-value to them in planning campaigns.

If there is anything they ought to know NOW about YOUR NEWSPAPER, get your message to them through EDITOR & PUBLISHER.

PICHON WILL CLARIFY PEACE COMMUNIQUES

Invites Reporters to Interview Him Twice a Week—Promise of Absolute Freedom to Representatives of Foreign Newspapers Is Renewed

The French Foreign Minister, M. Pichon, has arranged to receive representatives of the press covering the Peace Conference each Sunday and Thursday for any explanations they desire. Capt. Andre Tardieu in announcing the plan for M. Pichon said: "When our communiqué does not appear clear enough to you—which I hear is possible—you will come for further explanations, which we will give with perfect frankness. In short, we will give you what you want, except what might threaten or delay the success of the sacred work which we are serving."

In a speech Sunday at a luncheon given in Paris to representatives of the foreign press Capt. Tardieu, who is French High Commissioner to the United States and delegate to the Peace Conference, repeated the pledge given by the French Government that no censorship of foreign cables would be exercised by France and the promise that every reasonable facility would be given to foreign newspapers during the conference. On the first point Capt. Tardieu said:

French Press Under Censorship

"After rapidity of transmission, your second need is freedom. This liberty which you have from the French point of view is total, absolute, and unreserved. What you write will be transmitted just as you write it."

"The French press, as you know, is still under censorship and the Government has the right to suppress any information liable to threaten the safety of the country outside as well as inside. This Government, on the other hand, will not limit the liberty of its judgments, and articles are not to be censored even when, as sometimes happens, they are not particularly complimentary to the ministers and our Administration."

"This liberal and limited censorship, my dear colleagues, does not apply to you. You are our guests, and it is only fair that you should be the best treated of all. In saying so I am sure I am not hurting the feelings of my French colleagues."

To Admit to General Sessions

As regards the publicity of the Peace Conference proceedings, M. Tardieu said the principle adopted "means the admission of the press to the general meetings where decisions will be taken and the grounds for them stated."

"What will be strictly private," he continued, "are the preparatory conversations, which, it stands to reason, must guarantee to the debaters the right to start sometimes from a disagreement in order to reach an agreement. As the official note said, that is necessary, for there are not only Allies in the world, but there are also the enemies of yesterday who are and remain such as long as the peace is not signed. To inform them by publicity of the very birth of our decisions would, as you recognize, be useless and even unsafe."

Elected to A. N. P. A. Membership

The Hannibal (Mo.) Courier-Post has been elected to active membership in the American Newspaper Publishers' Association.

Edna Blanche Robinson Scores Another Success

Brilliant Soprano Wins Second Triumph of Present Season at Aeolian Hall—Raised in "Shadow of Park Row"

Edna Blanche Robinson, the American prima donna "raised in the shadow of Park Row," was heard for the second time this season at Aeolian Hall, New York, on the evening of January 25, in a programme ranging from the florid aria,



EDNA BLANCHE ROBINSON

"Ah, Fors e Lui," from "Traviata," her opening number, to a group of old favorites, including "Carry Me Back to Old Virginia" and "Dixie,"—her concluding numbers.

A novelty of her programme was her singing of a highly dramatic aria, "Hester's Prayer," from Florida's unpublished grand opera, "The Scarlet Letter." The composer played the accompaniment. This was the first occasion on which this music had been heard in public. Its rendition was evidence of the young singer's great versatility. Other and lighter compositions by Florida were also given.

Florida was the composer of the grand opera, "Paoletta," in which, under her maiden name, Edna Blanche Showalter, the young prima donna, made her operatic debut some years ago. Since then she has appeared in "The Girl of the Golden West" and "The Glassblowers," and as soloist with several of the leading symphony orchestras, including tours with the New York Symphony. For the present she is confining her efforts to recital and concert work. She has won the highest critical approval, and has been acclaimed as the greatest American coloratura soprano. She is the daughter of a New York newspaper man.

Miss Pearl Florida, the young daughter of the composer, made her debut as a pianiste on this occasion, playing with great brilliancy several compositions by her father, and other classical numbers.

"Tad" Visiting Old Home

T. A. Dorgan, well known to the public as "Tad" through his cartoons in the Hearst newspapers, has arrived in San Francisco to pay his old home town a visit. "Tad" has been living in the East for the past fourteen years.

FORD DROPS SCHEME FOR NEW PAPER

Projected Detroit Evening Post Could Not Get Associated Press Service in English—E. C. Pipp Was Offered Presidency of Proposed Paper

DETROIT, January 26.—It appears that the reported plan of establishing a new paper called the Detroit Evening Post, through purchasing the Abend Post, by interests said to represent Henry Ford will not go through. The bubble has been pricked by the refusal of the Associated Press to give any other service than the one held by the Abend Post, which called for German language service only.

The identity of the men behind the venture was never revealed further than that John W. Smith, jr., former newspaperman and also former deputy county clerk, was interested and was acting for another man.

E. G. Pipp, editor of Henry Ford's national weekly, the Dearborn Independent, was offered the presidency and editorship of the Evening Post, but it was not Mr. Pipp who was starting the paper.

As an A. P. franchise was a chief asset, the proposition fell through.

Wants German Press Protected

The Central Council of the German Republic has issued an appeal to all Soldiers and Workmen's Councils to refrain from any interference with the freedom of the press, which is characterized as one of the most valuable assets of the revolution.

SUES FOR EXCESS PAPER PRICE

Denver Post Brings the G. H. Mead Company Into Court

The test case brought in the District Court of Denver by the Denver Post against the G. H. Mead Company, Dayton, Ohio, owner of the Spanish River Pulp and Paper Mills, of Ontario, Canada, came up for hearing before Judge Charles C. Butler January 27.

The suit asks a judgment of \$31,000 against the paper concern for alleged excess charges for white newsprint paper bought during 1917. The Post states in its petition that it was forced to enter into a contract to pay \$3.25 per hundred pounds for the paper, although the price fixed by the Federal Trade Commission, after arbitration, was \$2.50 per hundred pounds.

BIG WAYAGAMACK EARNINGS

Profits of Paper Company Amounted to 10.9 Per Cent. in 1918

MONTREAL, January 27.—Another Canadian pulp and paper concern has just closed a profitable year. The net earnings of the Wayagamack Pulp and Paper Company, Ltd., for the year ended November 20 last, amounted to \$1,057,742, against \$966,000 in the previous year and \$979,000 in 1916. The 1918 profits represent earnings at the rate of 10.9 per cent. on the capital stock, against 10.3 per cent. for the previous year. In the president's report the following comment is of significance: "In view of the cessation of hostilities the shipping facilities should be greatly improved, thereby increasing the company's opportunities for developing its export trade."

Announcement

Mr. G. Logan Payne takes great pleasure in announcing that he has sold an interest in the Eastern End of the G. Logan Payne Company to Mr. George J. Burns and Mr. George D. Smith and that on and after February 1st, the Eastern offices will be known

as

PAYNE, BURNS & SMITH, INC.

G. LOGAN PAYNE CO.,
Marquette Building, Chicago.
Kresge Building, Detroit.

PAYNE, BURNS & SMITH, Inc.
5th Avenue Building, New York.
8 Winter Street, Boston.

CREATOR OF BUBBLE LAND DEMONSTRATES THAT SLAP-STICK COMICS ARE OUT OF FASHION



R. D. HIGHET,
Discoverer and Historian of "Bubble Land."

R. D. HIGHET is a comic artist who works in a serious vein. He is the creator of "Bubble Land," accounted for many as the star feature of the New York Sunday Herald's Comic Supplement. Bubble Land appeals, primarily, to the little folks—just as "Alice in Wonderland" and "Tom Sawyer" do. But, like these classics, it appeals also to grown-ups.

Mr. Highet visualizes in Bubble Land some of the quaint characters which abound in the dream-world of imaginative childhood. Of these the docile and thoroughly "tamed" equine, the Night Mare and the delightful Calico Cat play droll roles. They are at the service of the tots at all times, the Night Mare cheerfully drawing the bubble-chariot out into space for a drive on the Milky Way—a particularly attractive resort for the Calico Cat, who by means of these adventures is relieved from worry about milk famines at home.

Mr. Highet's aim is to appeal to the childish mind through clean humor, devoid of slap-stick features and without a suggestion of coarseness. He does not seek to create a laugh through picturing in an exaggerated way some phase of bodily suffering or disaster.

Bubble Land is Mr. Highet's first ambitious venture into comic-featuredom. He had entered upon a career as a landscape painter, but found an irresistible lure in whimsical creations and decided to become a minstrel of the pen. He has also accomplished good work in commercial illustration.

RIDDER DENIES SENATE CHARGES

Says Paper Never Received Money from German Government

Denial is made by Bernard Ridder, publisher and editor of the New York Staats-Zeitung, of charges made at the Senate German propaganda investigation that a recent editorial appearing in his newspaper was inspired by Germany and that the Staats-Zeitung at one time was backed by the German Government.

Mr. Ridder says the Staats-Zeitung has never received money from the German Government, and said he was indignant over the mass of "insinuations" made by Archibald E. Stevenson, of the Military Intelligence Service.

"The editorial in question," Mr. Ridder said, "was based entirely upon cables sent to New York newspapers by their special correspondents in Coblenz or Cologne, telling of the kindly manner in which the American troops had treated the German people in the Rhine section, and of the way in which this attitude by our soldiers had been reciprocated by the German population."

Buffalo Ad Men Choose Meldrum

The Greater Buffalo (N. Y.) Ad Club has elected the following officers: President, H. A. Meldrum; first vice-president, William P. Goodspeed; second vice-president, Fred McDorris; treasurer, William H. Kennedy; secretary, C. V. Merlau.

OLIVER LEFT \$3,000,000 ESTATE

Six Children Inherit Equally—George and Augustus K. Executors

Letters testamentary on the estate of the late George T. Oliver, publisher of the Pittsburgh Gazette-Times and Chronicle-Telegraph, have been issued to his sons, George S. Oliver and Augustus K. Oliver, who were named as executors in the will.

The estate, which is valued at \$3,000,000, is, according to the terms of the will, to be divided equally among Senator Oliver's six children, after the bestowal of a number of charitable and personal bequests which the executors are directed to distribute at such time as, in their judgment, the affairs of the estate permit.

Reserves Decision on Rumely

Federal Judge Mayer, of the United States Court in New York, heard argument January 25 on the writ of habeas corpus obtained by Dr. Edward A. Rumely, former proprietor of the Evening Mail, against holding his trial in Washington on an indictment charging him with failing to report alleged German interest in the Mail to the alien property custodian. Counsel for Dr. Rumely argued that the issues in the indictments are the same as those in the indictments found in this city. Assistant United States Attorney Harper argued for dismissal of the writ. Judge Mayer reserved decision.

FOCUS ON ILLINOIS

THE lens of Newspaper Publicity will reveal more millions than the war has lost.

In Illinois progress is the watchword.

The whole state is stirred to renewed commercial activity, crowding forward to score greater achievements and to make a new world-record.

Illinois has a population of 6,317,734.

Each one of these millions consumes every twenty-four hours something produced by National Manufacturers, advertised by National Advertisers.

The National Advertiser who selects the best mediums, will naturally do the best business.

There need be no concern about distribution.

Illinois is gridironed by interurban railroads and trolleys, which embrace 242 cities and 251,872 farms.

With all of its internal activities, Illinois is largely dependent upon the outside world for its supplies.

Where activities are greatest, life constantly makes bolder and larger demands for comforts and luxuries.

Spring is the time in which to test the potency of Illinois Newspapers, to prove their power to create new business and to open up new avenues for future business exploits.

Let these representative Illinois Newspapers help you in your endeavors.

They will bear fruit in proportion to the space you plant with logical seed and argument.

	Paid Circulation	2,500 Lines	10,000 Lines
Aurora Beacon News (E)	15,855	.04	.04
Bloomington Pantagraph (M)	16,637	.035	.035
Champaign Daily Gazette (E)	4,338	.0129	.0129
Chicago American (E)	326,998	.42	.38
*Chicago Herald-Examiner (M)	305,230	.32	.28
*Chicago Herald-Examiner (S)	520,208	.53	.46
Chicago Journal (E)	110,641	.24	.21
Chicago Daily News (E)	373,112	.43	.43
Chicago Post (E)	55,477	.25	.12
Danville Commercial News (E)	13,966	.0325	.03
Elgin Courier (E)	8,193	.02	.02
Moline Dispatch (E)	10,213	.03	.03
Peoria Star (E)	22,470	.045	.035
*Quincy Journal (E)	8,909	.025	.025
Rockford Register-Gazette (E)	12,514	.03	.03
Sterling Daily Gazette (E)	5,195	.017	.017

Government Circulation Statements Oct. 1st, 1918.
*Publisher's Statement.

FIGHTS MEDICINE ADS AND CONTESTS

Association of Canadian Advertisers Says Publicity of "Remedies" Makes Readers Distrust All Advertising—Consider Use of Standard Rate Card

At the annual meeting of the Association of Canadian Advertisers in Montreal last week real progress was made towards placing advertising in Canada on a sounder and better basis. Editor & Publisher last week gave the details of the early sessions and the election of officers, headed by W. M. Mackay, of Lever Brothers, Ltd., of Toronto.

At the final session January 23 the members placed themselves on record as opposing advertising in special editions and in newspapers that resorted to circulation boosting contests.

A lengthy discussion took place in regard to outdoor advertising, where, it was pointed out, in many cases advertisers were not properly protected.

Another interesting discussion was on how to best reach the returned soldiers at the demobilization centres.

The meeting was the most largely attended and most enthusiastic in the history of the organization. Reports showed that the association had closed a very successful year. The finances are in good condition, it now possesses its own offices in Toronto, and is starting out on an active membership campaign for the purpose of increasing forces and, consequently influence.

Oppose Patent Medicine Ads

Among many other important matters discussed were: Standards of advertising, especially as these related to patent medicines; outdoor advertising, a standard form of rate card, special editions and one-time publications, circulation boosting contests, and how to reach the consumer.

In connection with all these discussions valuable advice and assistance was furnished by John Sullivan, secretary-treasurer of the American Association of Advertisers, New York, who remained throughout and acted in an advisory capacity.

The patent medicine advertising question was finally referred to a special committee. The members were very hostile to such advertising, contending that people who were deceived by a medicine that would "cure all" diseases distrusted all advertising.

A standard form of rate card was also left to a committee for final action. In this matter progress was reported in regard to the adoption of a standard form by the weekly publications. It was felt by the members of the A. C. A. that while an agency might be familiar with the intricacies of the average rate card, the average business man scarcely knew where to look for the required data and was often confused by the varying forms and contents of the card.

State Sues Mrs. Bingham's Estate

Inheritance taxes and penalties totaling more than \$5,000,000 are sought in a suit filed in Louisville on January 27 by the State of Kentucky against the estate of Mrs. Robert Worth Bingham, late wife of Judge Robert Worth Bingham, owner of the Louisville Courier-Journal and Times. The petition asserts the estate is valued at \$99,000,000.

EDITOR & PUBLISHER'S classified columns will carry your selling message to publishers who want to secure used mechanical equipment.

"GO-GET-IT PEGGY" LANDS THE PHOTOS WHEN MEN FAIL



MARGARET ("PEGGY") GALVIN

BOSTON, January 23.—Here is a photograph of Miss Margaret ("Peggy") Galvin, of the city staff of the Boston Post, who makes a specialty of running down the elusive and sometimes hard-to-get pictures of people celebrated and otherwise. Miss Galvin is a daughter of the late C. O'Connell Galvin, whose work on the Boston American as a writer of Catholic church news was widely read and admired.

Those who know Miss Galvin say that she is everything that a chip of the old block is supposed to be. She has a keen nose for news, but her chief delight is running to earth a photograph that is much wanted by her city editor. Set her on the scent and she nearly always returns with the desired article.

The photograph that goes with this story was made by a Post photographer who had an extra plate in his magazine. Looking closely at the picture, it is easy to imagine that she is thinking about a "scoop" or something of the sort.

ISSUES REMARKABLE MEMORIAL

102-Page Book Tells History of Detroit Daily News

George G. Booth, president of the Detroit News, this week mailed to a large selected list an exceedingly handsome and impressively printed 102-page, board-bound book, narrating in type and pictures the birth and development of the News and describing in interesting detail the fine new building it now occupies.

This is one of the most impressive things of the kind yet published and does full credit to the great newspaper it represents. Among other interesting plates is a reproduction of the front page of the first issue of the News, August 23, 1873. Lee A. White edited the work. Special pastel illustrations, fancy initials, tall-pieces, etc., were executed by James Scripps Booth.

Du Ponts May Make Paper

The Du Pont Powder interests, at Wilmington, Del., are making a study of paper manufacturing with a view to utilizing, if possible, some of the military plants' equipment, which is now useless for its original purposes. The study does not include newsprint.

CHIDES NEWSPAPERS FOR MISLEADING

Condemns "Bargain" Advertisements as Injurious to Publications and to Advertisers—Believes Latter Should Be Educated to Right Methods

By CARL HUNT,

Director Extension Division, A. A. C. W.

Some advertisements and editorial matter which frequently appear in newspapers in the promotion of the sale of their own advertising space to local merchants are a sad commentary upon the conception which certain newspaper publishers appear to have of the function and the power of advertising.

For example, here is an editorial which was published in a New York up-State paper recently under the heading, "Why Advertised Stores Succeed":

"Because the advertised store tells the public what bargains it has, while the non-advertised store does not. An enterprising merchant who is a shrewd, wide-awake buyer has bargains all the time. It is his principal idea to keep on the lookout for opportunities. He watches the trade papers like a hawk, he quizzes salesmen, he looks out for odd lots and bankrupt and fire-damaged stocks. If he is "on his job," he is continually making a selection between good and poor offers, and always has articles that represent exceptional value. The public hears about these exceptional chances in the advertised store. It is not told, and does not realize, that such chances exist in the non-advertised store, even if that store has them. The public passes the non-advertised store because nothing has been suggested to convince any one that anything is to be gained by trading therein."

Every time a newspaper publishes such an appeal it defeats its own purposes—it gives advertisers an effective answer in turning down the advertising space salesman.

"We have nothing to advertise" is

often the answer, especially in the smaller community, in consequence.

In many cases the advertisers have progressed more rapidly than the newspaper publisher. The advertiser has learned that good values, not necessarily bargains, will pull trade. The advertiser has learned that announcements relative to the arrival of new goods will bring people into the store. He has found that it pays to tell about the policies of his store, and to repeat in his advertising space some of the favorable comments which customers make.

Such an appeal by a newspaper is short-sighted in another respect.

If an advertiser is educated to believe that he can advertise only when he has bargains, he may be tempted, as many are constantly tempted, to exaggerate the value of his goods as a means for making the price seem low.

It goes without saying, surely, that a deceitful advertisement cannot pay. If the customer is fooled, that hurts the advertiser, and whatever hurts the advertiser will reflect in a detrimental way upon the interests of the newspaper publisher.

Advertising attains its maximum value only when all three parties—the consumer, the advertiser and the advertising medium—are well served, and it is exactly this point of view which is being embraced by the most progressive merchants of the country—and a good many of them are in the smaller cities, too.

Becomes American Labor World

The New York Union Printer, the trade monthly, has changed its name to the American Labor World, and appears with improved and enlarged form in the January number. John S. Lewis is the publisher.

Raised Big Fund for Fire Sufferers

The St. Paul Dispatch-Pioneer Press fund for the relief of the Northern Minnesota fire sufferers has been closed and turned over to the Red Cross, the amount being \$162,190.18.

America's Largest and Best Newspaper Industrial Advertising Agency

The Publisher

of this newspaper realized the thousands of dollars in additional lineage among Industrial Concerns who are spending a large amount yearly in trade journals for general publicity. This page is one of a chain of pages we are handling for various papers in the United States and Canada.

You Will Find

that this Industrial Page not only increases lineage. It also cements the Newspaper with the Manufacturer, the employer and the employee — thereby increasing circulation and prestige.

If You Are

publishing a high class newspaper in a city having a population of over (100,000) in which we are not already conducting a page we can prove to you that we can put this permanent page on your paper.

Representative sent for personal interview upon request.

JOHN B. GALLAGHER COMPANY

Home Office, Ninth Floor, Dexter Building, Boston, Mass.

TIPS FOR THE AD MANAGER

FRANK PRESBREY COMPANY, 456 Fourth Avenue, New York. Will place the advertising for Commodore Hotel; reported will shortly send out orders to newspapers for American Tobacco Company.

SCOTT & BOWNE, Bloomfield, N. J. Placing "Scott's Emulsion" copy on contracts.

SEHL ADVERTISING AGENCY, Chicago. Will send copy forward within the next two or three weeks for Gillette Rubber Company.

SNITZLER ADVERTISING COMPANY, Chicago. Again placing orders with newspapers in various sections for A. Stein.

J. WALTER THOMPSON COMPANY, 242 Madison Avenue, New York. Again placing orders with some New England newspapers for U. S. Gutta Percha Paint Company.

TRACY-PARRY COMPANY, Philadelphia. Again placing orders with same list of newspapers as last year for Auto Car Company.

VANDERHOOF & Co., Chicago. Will handle the advertising for W. A. Sheaffer Pen Company; will place advertising for Essenkay Products, using newspapers and farm papers.

VAN PATTEN, INC., 50 East Forty-second Street, New York. Chalmers and Maxwell Automobile show copy starting; renewing contracts for De Pinna Company.

VOLKMANN ADVERTISING AGENCY, World Building, New York. Placing orders with newspapers for Chinwa Face Powder.

WILLIAMS & CUNNINGHAM, 111 Fifth Avenue, New York. Again placing new-schedules with newspapers for American Tobacco Company.

JESSE WEINBURG, 225 Fifth Avenue, New York. Will place the advertising for Kumyss milk beverage.

AMERICAN DRUG SALES, MALDEN, MASS. Sending out orders to newspapers.

ATLAS ADVERTISING AGENCY, 450 Fourth Avenue, New York. Placing 200 lines, 5 columns, 1-time orders with some Pacific Coast newspapers for Bosch Magneto Company.

N. W. AYER & SON, Philadelphia. Placing 15-inch, 104-time orders with some Southern newspapers for Austin-Heaton Company; placing orders with newspapers in various sections for National Cash Register Company; will place account of Randolph-Macon Academy.

BARTON-DURSTINE COMPANY, 25 West Forty-fifth Street, New York. Placing orders with some large city newspapers for Good Housekeeping Magazine.

BERG ADVERTISING AGENCY, Fresno, Cal. Will place account of California Peach Growers.

BROWN ADVERTISING AGENCY, 110 West Fortieth Street, New York. Placing orders with newspapers in various sections for Vernas Lotion.

DAUCHY COMPANY, 9 Murray Street, New York. Placing orders with newspapers generally for Madison Mills; placing orders with newspapers generally for Samuels Manufacturing Company.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Will handle advertising for Henry E. Gourd and Penick & Ford.

FULLER & SMITH, Cleveland. Will handle advertising for Pennsylvania Hotel.

GORNAY, INC., 605 Fifth Avenue, New York. Will handle advertising for Dr. Jeanne Walters.

GREEN, FULTON, CUNNINGHAM COMPANY, Detroit. Will place the advertising for Frederick F. Ingram Company.

HOYT'S SERVICE, 120 West Thirty-second Street, New York. Placing orders with some New York State newspapers for Penn Tobacco.

WYLIE B. JONES AGENCY, Binghamton, N. Y. Again placing orders with newspapers generally for Peterson Brothers.

LYDDON & HANFORD COMPANY, Rochester, N. Y. Will place the advertising for Jacob Dold Packing Company.

H. K. McCANN COMPANY, 61 Broadway, New York. Placing orders with some Middle West newspapers for Royal Typewriter Company; again placing orders with New York City and Brooklyn newspapers for Standard Oil Company.

MARGON-ROBINSON COMPANY, Louisville. Reported will handle advertising for Dr. William G. Korony Manufacturing Company.

MATOS ADVERTISING COMPANY, Philadelphia. Again placing orders with some Ohio and Pennsylvania newspapers for Pratt Food Company.

HARRY PORTER COMPANY, 18 East Forty-first Street, New York. Will place advertising for G. F. Heublein & Brother in newspapers.

STREET & FINNEY, New York. This agency has secured the Stafford Ink account.

Newspapers Get A. B. C. Audits

The Audit Bureau of Circulation has released audits for the following newspapers:

Albany Evening Journal, Albany Times-Union, Austin (Tex.) American, Bloomington (Ill.) Pantagraph, Bristol (Va.-Tenn.) Herald-Courier, Charlotte (N. C.) Observer, Charlotte Daily News, Lynn (Mass.) Telegram-News, Mobile (Ala.) News-Item, Mobile Register, Montreal Herald and Daily Telegraph, San Antonio (Tex.) Express, San Antonio Light, St. Louis Post-Dispatch, St. Louis Republic, St. Louis Star, Tulsa (Okla.) World, Tulsa Democrat, and Tulsa Morning Times.

Attended Big Commercial Congress

Glenn Griswold, assistant financial editor of the Chicago Tribune, and Edward Payson Critcher, of the business promotion department of the Chicago Herald and Examiner, together covered the big conference of the Associations of Commerce of twenty States in the Mississippi Valley at New Orleans this week.

Found "It" in California

A new publication has just appeared as a semi-monthly in Los Angeles, Cal., under the name of "It," which plans soon to become a weekly. It is given over to humor, light verse, satire and general articles. "It's" owners are Edward Roberts, Miles Overholt and Douglas Turney, all newspaper men of metropolitan experience.

O'Leary Goes to Trial

Jeremiah A. O'Leary, former editor, and Adolph Stern, former business manager, of Bull, who are under indictment for violating the Espionage law, went on trial January 27 before Judge Augustus N. Hand, in the Federal District Court, New York. The American Truth Society, of which O'Leary was the head, is also named in the indictment.

Different Seeds Demand Different Soil

INDIANA Newspapers, like Indiana farms, are productive and profitable producers of wealth for Advertisers who cultivate them consistently and intelligently.

NATIONAL Advertisers desiring to reach Indiana's 1,131,375 thrifty inhabitants can get quickest recognition by appealing to the people through their home papers

DURING the war Indiana's 215,485 crop-producing and stock-raising farms did their "bit" and earned rich reward, as is testified by the savings banks.

INDIVIDUALLY and collectively, Indiana people have money to spend for home improvements and for everything that contributes to home comfort and individual content.

ASPRING try-out campaign in the following list of Newspapers will prove that Indiana is responsive to any reasonable appeal, and quickly responsive.

NO HOME in Indiana is beyond the reach of these closely read Newspapers, and by using them the Advertisers can overthrow and outclimb a competitor who does not.

AND this is but natural. Indiana people are guided mainly in their purchases by their own papers, because in their home papers they place implicit confidence.

Indiana Newspapers for Indiana Trade

	Circulation	5,000-line rate
Anderson Bulletin (E)	5,992	.01857
Anderson Herald (E)	5,427	.0125
Evansville Courier (M)	22,246	.04
Evansville Courier (S)	18,715	.04
Fort Wayne Journal-Gazette (M)	29,000	.05
Fort Wayne Journal-Gazette (S)	24,000	.05
*Indianapolis News (E)	123,437	.15
Indianapolis Star (M)	99,065	.11
Indianapolis Star (S)	113,129	.14
*Lafayette Courier (E)	8,435	.02
Lafayette Journal (M)	10,476	.02143
Marion Leader-Tribune (M)	8,140	.0215
Muncie Press (E)	9,646	.01786
Muncie Star (M)	26,203	.0425
Muncie Star (S)	16,006	.0425
*Richmond Item (M)	8,221	.02
*Richmond Palladium (E)	11,003	.025
*South Bend Tribune (E)	17,138	.035
Terre Haute Star (M)	26,212	.04
Terre Haute Star (S)	18,388	.04
*Terre Haute Tribune (E)	25,412	.04
*Terre Haute Tribune (S)	18,870	.04
*Vincennes Capital (E)	3,210	.01071

*Government statements Oct. 1st, 1918.
Other circulations Government statements April 1st, 1918.

EDITORIAL

WHAT IS THE RIGHT POLICY IN REGARD TO PROPAGANDA ADVERTISING?

THE most precious asset of a newspaper is its editorial influence. If that influence is small, the newspaper is of small consequence to advertisers, to readers, to the community.

In almost every city is to be found at least one newspaper which stands for definite principles; which is always fighting for those things which appeal to its editorial conscience and against those things which are, in its view, opposed to the public interest. Such a newspaper need never fear the inroads of competition so long as it adheres to its editorial standards.

The development and safeguarding of its editorial influence should be the primary aim of every newspaper. No newspaper can afford to ignore an issue involving the public interest, nor to hold a position of neutrality as to matters of public concern. The newspaper of influence must "take sides." It must hold a faith and stand ready to offer a reason for that faith.

The newspaper which attains and holds editorial influence must follow consistent policies; it must have convictions for which it is always eager to fight and, if need be, to sacrifice immediate selfish interests.

The better class of people in a community learn to expect certain things of certain newspapers. They know when a moral, political or economic issue arises that the Gazette-Tribune will take a certain stand—that the News-Times will treat the matter flippantly, if at all—that the Globe-Mirror will subject the issue to the acid test of ethical analysis, condemning if that is necessary, approving if that is for the public good.

Thus each newspaper in a field finds its level of editorial influence. It is always a calamity when any newspaper fails to hold its earned measure of editorial prestige, bartering it away through mistaken policies.

What policies are likely to result in the disintegration of editorial influence?

Many publishers contend that the publication of political advertising is nothing less than a surrender of a newspaper's columns, for pay, to those who would attack and nullify its editorial influence in political campaigns. Is it not true that political bosses have little to fear from the editorial opposition of a newspaper if they are able to buy its space for the purpose of defeating that opposition? It is not enough to answer that a newspaper must print the news of both sides in a political campaign. For printing news and printing political propaganda are two different things.

To use an extreme illustration: Even if our laws had not forbidden offering comfort to the enemy, would anybody contend that an American newspaper would have been justified, during the war, in selling its space to the German Government for use in advertising German propaganda? It was wholly proper, in the interests of the cause for which we were fighting, to print legitimate war news, so far as it could be obtained, having to do with the movements in the enemy camps. But, again, that is a different matter from printing enemy propaganda as paid advertising.

If a newspaper is zealously devoted to its political faith and principles why should its power to further them be lessened by the policy of selling space to the opposition in which, with the type-emphasis of display advertising, the advocacy of contrary principles is permitted?

Does not the reader gain the impression that such newspaper holds its convictions rather cheaply? Can such a policy fail to impair editorial influence?

Propaganda advertising by corporations involves often, a conflict with the editorial principles held by the newspaper in which such advertising is done. We are hearing more and more intimations by public men, in and out of the Congress, that the purchase of advertising space in a newspaper by a corporation or an "interest" serves to stifle editorial criticism of the policies and practices of such corporations or interests. The charge is not true, but it carries weight with the thoughtless,



Thus the issue of propaganda advertising links up with that of political advertising in its ethical aspects. That it has not as yet been carried to such an extreme in practice has served to divert attention from it as an issue. The policy of accepting hostile political advertising is defended—and practiced—by a great many newspapers. The policy of accepting corporation-propaganda advertising is even more generally followed by newspapers—and it must be admitted that there is more to be said in justification of this policy than of the other.

If, for example, the business methods of a corporation are under attack, either through agitation or official investigations, and it is fair to assume that public animosity toward such a corporation is being fostered—without, perhaps, real justification—then a campaign of propaganda advertising, in which the charges are answered and through which public opinion may be influenced toward justice, might be unobjectionable.

But the opportunities for the abuse of the privilege of advertising corporation propaganda are many. A recent instance is in mind in which the aim of such advertising was plainly to confuse the public mind as to the merits of a price controversy between the producers and distributors of milk. Both parties used liberal space in which to clear their own skirts of responsibility for a milk famine and for the almost prohibitive prices charged for milk. Then they came to an agreement as to prices—and the public will continue to pay double the prices prevailing a few years ago.

The liquor interests have used a good deal of advertising space in which to combat the drift toward national prohibition, now an accomplished fact. As many newspapers have opposed the ratification of the prohibition amendment, it is not strange that such papers should have sold advertising space to the whiskey interests. But—assuming that a newspaper should conscientiously oppose and fight the manufacture and sale of liquors, using its editorial influence to aid such a fight, what would be thought of it if it should accept propaganda advertising from the liquor interests?

Is it possible—our friends in the business offices will ask if it is either practicable or necessary—to draw the line, in dealing with propaganda advertising, between that which does and that which does not conflict with the editorial policies of the paper?

What is the best practice in this matter? **EDITOR & PUBLISHER** believes the subject of timely importance, of increasing importance. The views of editors, publishers and advertisers are sought.

THE AUTOCRAT OF THE HOUSE

THE elimination of the Senate amendment to the second-class postage rate law by the House conferees, led by Mr. Kitchin, leaves an impracticable, absurd regulation in full force. The Senate amendment was not an ideal solution, even temporarily, of the problem such as would have been afforded by a straight repeal of the law; but it did

abrogate the special zone tax on advertising, and for this relief publishers would have been duly grateful.

Throughout the course of discussion and legislation by the present Congress on second-class postal rates the figure of one man has loomed large. Claude Kitchin, Chairman of the House Ways and Means Committee, has wielded more autocratic power in the matter of levying taxation than has been exercised by any Czar or King in recent times.

Mr. Kitchin has never asserted or evidenced his special fitness for this work. He has never been accused of being a visionary, nor yet a reactionary. Indeed, the trouble with Mr. Kitchin has seemed to be lack of broad comprehension. He has the country lawyer's gift for cross-examination, as shown in the hearings afforded to the publishers who protested against the enactment of the present law. He can ask questions which nobody can answer—which, in fact, could not illumine a subject if they were answered.

He possesses, however, that immobility which distinguishes the man who believes he is right from the mere politician. He is staunchly honest, with fine moral fibre—and as stubborn as the proverbial mule of his native State. Strange as it may seem, if Kitchin had been a political trader we should have had a postal rate law far less objectionable than the present one. But Kitchin does not compromise. Neither does he weigh evidence. In the postal hearings the printed record attests this. His mind was made up. He lectured the men who were giving testimony as to the hardships of the proposed law. He did not give them credit for understanding the newspaper business. He was not seeking information—he was there to give it. As for himself, the best newspaper he had ever seen was the country weekly published in his home town in North Carolina.

Mr. Kitchin has never indicated that he saw in the cheap postage rate for newspapers anything more or less than a money loss to the Government. He has not, so far as known, realized the educational value involved in a wide dissemination of news and information. He has held to the notion that the post office should pay its way and earn a profit on every branch of its service to the people.

So, Mr. Kitchin so decreeing, the complicated and burdensome postal rate law stands—for the present. But Mr. Kitchin will not remain as a perpetual obstacle in the way of enlightened postal legislation. In the mutations of national politics he will pass to other posts of labor—and the problem of second-class rates will be solved in due time in the public interest.

DEFINING "FREEDOM OF THE PRESS"

JOHN LORD O'BRIAN, assistant to the Attorney-General, has been telling the Supreme Court of the United States this week, in connection with arguments in the Debs case, what the Government believes is meant by the phrase, "Freedom of the Press," particularly in time of war.

The point has been made—and it is based upon Blackstone—that press freedom means the absence of restriction before publication, but not immunity from subsequent responsibility.

That interpretation is the accepted one in the trial of suits for libel, but it would seem hardly adequate in dealing with seditious publications in time of war. A deliberate offence by a newspaper, indicating a policy hostile to the Government—an intention to encourage resistance to either the military measures adopted for the national defence or to military authority—would seem to justify, on the part of the Government, proper PREVENTIVE censorship.

No newspaperman having a clear notion of his responsibility to society will contend that the constitutional guarantee of the freedom of the press is, in fact, a license to organize insurrection or to preach sedition. If it could be properly claimed to afford such license then the people would be forced, in self-defence, to have the guarantee abrogated.

"Liberty under the law" is an axiom that applies to the press as well as to the individual. The principle of the freedom of the press is a living thing with us because our newspapers do not attempt to make it a cloak or a shield for disloyalty.

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PERSONALS

IN THE EDITORIAL ROOMS

Col. Harry M. Bigelow, editor-in-chief of the Portland (Me.) Daily Press, and commanding the Third Maine Regiment, National Guard State Militia, has been presented with a gold wrist watch by the members of Company C in appreciation of his efforts in behalf of the regiment.

R. M. McClintock, formerly editor of the Wichita (Kan.) Eagle, has joined the staff of the Fargo (N. D.) Courier News as editorial writer. He will be editor while Walter Liggett is covering the Legislature in Bismarck.

C. L. Bartholomew ("Bart"), who became widely known through his twenty years' connection with the Minneapolis Journal as a cartoonist, has been made editor of the Federal School of Applied Cartooning, Minneapolis.

William MacLeod Raine, author of a long list of popular Western novels, has joined the staff of the Denver Times as special writer.

John H. Hunt, founder, editor, and owner of the Sag Harbor (N. Y.) Express, is confined to his home by illness. He is said to be the oldest active newspaper man in the State.

J. St. George Joyce, of the Philadelphia Public Ledger, celebrated his fiftieth year of active service in the newspaper business and his seventy-third birthday on the same day.

Frank P. Gallagher, managing editor of the Salt Lake City Tribune, has become editor and manager of Goodwin's Weekly, Salt Lake City.

Harris M. Crist, managing editor of the Brooklyn (N. Y.) Daily Eagle, is reported to be resting comfortably after an operation for gall stones.

George F. Janvrin has been made Albany correspondent for the New York Globe, leaving the Brooklyn Citizen.

J. F. B. Livesay, assistant general manager of the Canadian Press, Ltd., with offices at Winnipeg, has returned from the front.

James Guy, formerly head of the local copy desk of the Philadelphia Inquirer, has gone with the Philadelphia Morning Ledger.

H. Leo Murphy has been promoted from financial editor of the Philadelphia Inquirer to assistant city editor.

Casey, the "Nut Cartoonist," who has been in charge of Government camouflage instruction, has returned to his place on the staff of the Pittsburgh Chronicle-Telegraph.

Jackson D. Haag, editorial writer of the Pittsburgh Sun, has gone to the Detroit News. Charles F. Lewis succeeds him on the Sun and Lieut. Max Henrici, late of the Aviation Division of the army, takes Mr. Lewis's place as assistant editor of the Sun.

J. R. Gousha, of the Pittsburgh Sun, is now engaged wholly in publicity work and promoting the \$100,000,000 fund for church after-war work.

A. E. Kromer has joined the Pittsburgh Gazette-Times staff as cartoonist.

H. R. Galt, managing editor of the St. Paul Dispatch-Pioneer Press, is back at his desk after several days' illness.

Robert F. Burkhardt, of the St. Paul Dispatch-Pioneer Press, is to be managing editor of the Halifax (N. S.) Herald and Mail.

Cecil Ulrey McDowell, of the St. Paul Dispatch-Pioneer Press, has become auto advertising director of the New Orleans Times-Picayune.

Lieut. John R. Hess, jr., formerly a reporter on the Providence Journal, is back in Providence, having been discharged from the army.

Lawrence Toole, telegraph editor of the Chicago Herald and Examiner, is about to leave on a month's vacation in Southern California.

William Wisner, who accompanied James Keeley to London in the interests of the Bureau of Public Information, has rejoined the art department of the Chicago Evening American.

Russell Palmer, who has been in the army officers' training school at Camp Taylor, has returned to Chicago and is on the rewrite desk of the Evening American.

Edward Reticker, formerly of the old Chicago Herald editorial staff and who has been serving with the United States Shipping Board in London, has joined the staff of the Chicago Evening American as a reporter.

Edward J. Doherty, of the Chicago Evening American rewrite desk, is editing the Overseas Extra weekly feature section.

Robert Wiley, who has been in the officers' training school at Camp Taylor, has returned to the Chicago Evening American and succeeded Justin Forrest as assistant city editor. Mr. Forrest has gone to the Washington Bureau of the International News Service.

S. N. Baskin has resumed his former position as Chicago correspondent for the Daily News Record, of New York.

Miss Fay King, cartoonist and feature writer, who during the past six months has won the hearts of the San Francisco Examiner readers by her daily cartoons, recently left for New York city, where she will be connected with the American staff.

Ashley G. Hazeltine is now managing editor of the Keene (N. H.) Sentinel, following the recent retirement of Bertram Ellis, who has sold his interest on account of ill health. In his newspaper career Mr. Hazeltine has served the Manchester News, New Haven Palladium, Waterbury Republican, Danbury News and Hartford Times, and has been with the Sentinel for twelve years.

C. A. McGrath, a Troy (N. Y.) newspaper man, has been appointed secretary and cashier of the State Department of Public Buildings in Albany.

Garry M. Willard, editor of the Boonville (N. Y.) Herald, has been elected president of the New York State Union of Agricultural Societies.

Gerald McDonough, formerly with the Milwaukee Free Press and Sentinel, has received his discharge from the army and is now police reporter of the Milwaukee Wisconsin-News.

Lieut. Joseph Patterson, of Pittsburgh, Pa., formerly a reporter on the Portland Oregonian, has been cited for bravery in caring for the wounded under fire as liaison officer of the American Red Cross attached to the 305th Sanitary Train.

William P. ("Wurra Wurra") McLoughlin is again with the New York Evening World.

Martin Green has gone to Europe again for the New York Evening World.

IN THE BUSINESS OFFICE

A. H. Messing, formerly publisher of the Chicago Herald and Examiner, has

gone to California on an extended trip to recuperate in health.

Major Roy D. Keehn has returned to his Chicago office from Washington, where he has been serving with the Major Judge Advocate's Department of the Army. Major Keehn is associated with the general management of the two Chicago Hearst newspapers and is counsel for them.

George H. Hartford, foreign advertising manager of the Chicago Herald and Examiner, is in New York city on business. W. Robie has been "sitting in" for him.

W. J. Hofmann, advertising manager of the Portland Oregonian, has been elected Imperial Potentate of Al Kader Temple, Ancient Arabic Order Nobles of the Mystic Shrine. He wants to bring to Portland the 1920 session of the Imperial Council of the Shriners.

Prof. S. J. Zovskil, president of the Kuryer Polski, Milwaukee Polish daily newspaper, has gone to attend the Peace Conference in Paris as a representative of the Poles. He will visit England, Switzerland and Poland, as well as France.

Fred L. Weede, business manager of the Erie (Pa.) Herald, is back again at his desk, after an attack of influenza. Mrs. Weede was away from home when Mr. Weede was taken sick and he chose the tender ministrations of trained nurses at a hospital in preference to staying at home alone. Fortunately his case was not serious and his recovery was rapid.

John A. Muehling, treasurer and business manager of the Manchester (N. H.) Union, has been appointed on the staff of the Governor of New Hampshire and is receiving congratulations as Major Muehling.

James J. O'Donnell, publisher of the Holyoke (Mass.) Telegram, has been nominated by Governor Coolidge for member of the State Board of Education. At present he is superintendent of Holyoke schools.

Ralph Hirsch, formerly with the Columbus Express-Westbote, has been added to the advertising staff of the Columbus (Ohio) State Journal.

Jesse H. Neil, executive secretary of Associated Business Papers, Inc., has been elected a member of the board of

directors of the New York Advertising Club.

WITH THE AD FOLKS

Earle Pearson has resigned as secretary of the New York Advertising Club to become director of publications for the Methodist Centenary Commission, with offices at 111 Fifth Avenue, New York.

Duncan McPherson, formerly with the Ireland Advertising Agency, Philadelphia, has returned home from the war, where he served with the Royal Canadian Highlanders. He was wounded at Cambrai.

George M. Davis, advertising manager of the Pierce-Arrow Motor Company, has returned from a trip to Guatemala.

William Rankin, former assistant manager of Robert H. Ingersoll & Bro., has joined the H. E. James Advertising Agency, Inc., 110 West Nineteenth Street, as manager of service department.

Lawrence L. Schneider has been appointed to the Rudolph Guenther Advertising Agency staff, New York. He has been advertising manager of the New York Times Annalist.

E. E. Critchfield and F. A. Sperry, of Critchfield & Co., Chicago, are out of town, the latter on a short business trip and the former spending an indefinite vacation in Seminole, Ala.

Walter Noble Burns, editorial and feature writer for the Chicago Tribune, has gone with Vanderhoof & Co., Chicago.

Charles B. Corey, formerly of the reportorial staff of the old Chicago Herald and lately of the editorial department of the Illustrated World, has joined the copy and service department of the Gray & Benjamin Advertising Agency, Chicago.

William H. Mauzy has joined H. Walton Heegstra, Inc., Chicago, as space buyer and service manager. He was with the Charles Advertising Service, New York.

Sidney L. Rosenheim, copy writer for the Gray & Benjamin Advertising Agency, Chicago, has entered the agency business for himself in the Lytton building.

The Tucson Citizen
Has Signed a Contract
for the Haskin Service
for One Year.

ADVERTISING ORIENTAL RUGS EFFECTIVELY

(Continued from Page 14.)

money. Yet when a housewife buys an Oriental rug she is buying for a lifetime . . . for several lifetimes. They will wear down to the last thread. Machine-made rugs and carpets are apt to slip a stitch once in a while. The market accumulates bunches of seconds that will not stand up. And before she knows it there is a hole . . . or a noticeable defect.

"I have said—and I mean it—that every one should INVEST in at least a few Oriental rugs. It PAYS to buy them. If a woman takes pride in her home she really can't be without one room fitted with such rugs. They are an indication of good taste . . . class . . . refinement. I would rather economize on something ELSE and have an Oriental rug or two in my home.

"Put this thought into some of our copy. Such rugs are heirlooms. You give a daughter, who is marrying, a REAL present when you give her an Oriental rug. We might touch, too, on the fact that the public has been educated to simpler ideas. The day of the elaborate, finicky pattern is nearly past. Take bedrooms, for instance . . . every one is buying these neat rugs with solid-color centres and very, very simple borders. I can remember a rug that was on the floor of a bedroom in my grandmother's home. I was afraid to step on it in my bare feet as a boy. The pattern looked as if it might try to bite me. Yes, the public has better taste."

Prices Have Doubled

"PRICES have gone up considerably since the war, have they not?" asked the Ad-Man.

"Nearly double. But there is an obvious reason . . . the same reason that tags after every other product and line. Still—it does not deter sales as far as I can make out. Some providential balance is sustained. People buy, just the same."

"Does the lure of the marked-down sale have its eternal power?"

"Never knew it to fail."

"Has it ever occurred to you that you could spring a surprise on some of the straight furniture and rug houses in this community by trying an innovation? I thought of it while watching your salesmen at work. Advertise a Special Week, when people who wish to buy rugs may have the privilege of selecting them RIGHT ON THEIR OWN FLOORS . . . where they can see EXACTLY how they look. As you say, it is rather difficult to make final decision when the rug is at one place and the room and its furnishings somewhere else. Why not agree . . . as an advertising stunt . . . for this one week, perhaps, to have a salesman call with a selection of rugs in various patterns?"

"He will bring them over to the house in your wagon . . . spread them on the floors, and thus make wise and absolutely SURE selection an asset. If a person has just built a new home or is contemplating the purchase of quite a few rugs, I think such an advertisement would have a wonderful appeal to men and women. It would put it over some of your competitors . . . and there is a feeling that the right place to buy rugs is at a rug house or a furniture store."

"Not a bad idea . . . we'll think it over," said the Department Store Manager, rubbing his chin.

ROSCOE PEACOCK GOES INTO BUSINESS FOR HIMSELF



ROSCOE PEACOCK

After long and successful circulation building work for some of the leading publications in America, Roscoe Peacock has embarked in business on his own account. He is now associated with the Moore-Cottrell Subscription Agencies, North Cohocton, N. Y., as secretary-treasurer and a director.

Mr. Peacock has received a wide education in the school of practical experience, beginning as a page in the National House of Representatives. At the age of 20 years, he "landed" in New York as private secretary to a subscription book publisher.

Through a consolidation of that book business with the old Success Magazine, the young man found himself unexpectedly called upon in an emergency to hold down the chair of manager of canvassing agents, where he decided to try out among the magazine subscription agents certain promotion plans which had been applied previously only to hiring and handling de luxe book salesmen. They proved so successful that Mr. Peacock remained for eight years with Success, the last two as circulation manager.

After that he handled the circulation of the Conde Nast magazines and for some time past has been circulation manager of the Saturday Evening Post and other Curtis publications.

REDLANDS DAILIES MERGED

Facts Takes Over Review and Continues Under Same Management

The Redlands (Cal.) Daily Facts has absorbed the Review and will continue to publish under its original name six evenings a week. State Senator Lyman M. King will continue as editor and Paul W. Moore as manager. H. A. Hargraves, who has been an employee of the Facts since its first issue twenty-nine years ago, will remain with the paper. Numerous improvements are planned.

The Facts is the pioneer Redlands paper, having been established in 1890. The Review entered the morning field in 1902.

Culter Heads Boston Scribes

The Newspaper Club, of Boston, has elected the following officers: John Culter, Transcript, editor-in-chief; Joseph C. Smith, Globe, managing editor; A. H. French, Associated Press, reporter.

Ad Men Have Merry Time at Baltimore Club Dinner

Not a Slow nor Unoccupied Moment from Start to Finish—Gillilan Kept Them Laughing

There were 350 advertising men of Baltimore and Washington at the tables when President Raine, of the Baltimore Ad Club, banged his gavel as a call to order last Monday evening.

From beginning to end there was not a slow moment, for each and every second there was something doing. Between the stunts and speechmaking and the oratory of Strickland Gillilan the merrymakers didn't have a chance to even stop and think. And when they even thought that for the moment they would have a rest—why, right in front of them was something new to eat. It was a big evening.

The chief speaker was Frank R. Wilson, director of publicity, war loan organization, Treasury Department. Mr. Wilson told of the publicity work in the last Liberty Loan campaign and outlined the work of the Victory Loan. He praised the work of the newspapers and stated that the Treasury Department had depended mostly upon them for publicity in the Liberty Loan drives.

Senator Henry F. Ashurst, of Arizona, spoke upon "International Business Readjustment." Mayor Preston, the guest of honor, spoke on the growth of Baltimore, while Strickland Gillilan cracked a bunch of good jokes. Dr. Clarence J. Owens, director of the Southern Commercial Congress, was toastmaster.

SUCCESSORS TO WILBERDING

Three Papers Name New Representatives Following His Retirement

Due to the retirement of Joseph C. Wilberding from the special agency business, the Eastern representation of the Minneapolis Tribune has been transferred to John B. Woodward, the Louisville Evening Post to Cone, Lorenzen & Woodman, and the St. Joseph News-Press to I. A. Klein, all of New York.

Mr. Wilberding has become associated with the Van Patten Advertising Agency, New York, as vice-president.

Drops Medical Advertising

The St. Louis Twice-a-Week Republic will eliminate medical advertising from its columns after the last issue of this month.

PLANS LEDGER BUILDING IN 1920

Cyrus Curtis Tells Philadelphia Credit Association of Plans

Cyrus H. K. Curtis, as the guest of honor at the luncheon of the Philadelphia Association of Credit Men, announced that he is arranging to have construction of the new Philadelphia Ledger building begin early in the spring of next year. The more than 400 members present heartily applauded the speaker when he pointed out that the completion of the mammoth structure, which will occupy the area lying between Chestnut and Sansom Streets and Sixth and Seventh Streets, means that "Philadelphia will have the first institutional newspaper building in the world."

H. Morris Teaf, chairman of the luncheon committee, paid tribute to the enterprise of Mr. Curtis in establishing a business news section in a daily newspaper.

BITS OF UNIVERSAL NEWS

Robert Welles Ritchie Made Manager of London Bureau

Robert Welles Ritchie has been promoted to manager of the London Bureau of the Universal News Service.

Irwin Barbour, who left the service to enter an officers' training camp, has returned to the Washington bureau.

Sergeant William A. Johnson has returned to the New York office.

Max Lieberman, of the New York office, has been transferred to Pittsburgh.

Otto G. Nordman, who went into war service six months ago, has returned to the New York office.

H. W. Belcher, of the Chicago bureau, has been called to Rochester on account of the critical illness of his father.

Thomas Horgan, who left the "pony" service in the New York office for service in the Signal Corps, has obtained his discharge and will return shortly.

Harrisburg Correspondents Elect

John R. Ball, of the Pittsburgh Post, was elected president of the Pennsylvania Legislative Correspondents' Association at the biennial meeting held at Harrisburg. Hiram M. Andrews, of Harrisburg, resident correspondent of the Pittsburgh Dispatch, was elected vice-president; A. Boyd Hamilton, of the Harrisburg Telegraph, secretary, and John R. Reiting, of the Associated Press, treasurer. E. J. Hart, of the Scranton Times, is sergeant-at-arms.

EFFECTIVE TODAY

GILMAN & NICOLL

PUBLISHERS REPRESENTATIVES

New York

Chicago

ANNOUNCE

A. G. RUTHMAN

FORMERLY OF

Erwin and Wasey Co., Chicago

BECOMES A MEMBER OF THE FIRM AND WILL BE ASSOCIATED WITH THE WESTERN OFFICE

NEW YORK
WORLD BUILDING

CHICAGO
TRIBUNE BUILDING

JANUARY A BANNER MONTH FOR ADS

(Continued from Page 6.)

more into the limelight. Two instances of this have occurred in our own experience within the past week.

We firmly believe that Canada is about to experience the most prosperous year in her history.

The year 1918 was a record for individual prosperity owing to the immense sums of money raised in the form of war loans and spent in this country for munitions.

E. Desbarats, president Desbarats Advertising Agency, Ltd., Montreal:

So far as we are able to judge from intercourse with our customers and with prospective advertisers, it would seem that advertising interests should have every reason to be pleased with the outlook for 1919.

Our own customers seem to be quite ready to resume their copy on terms at least as good as those before the war, and new people are coming up who doubtless will be users of space.

We have every confidence in the future, and we are showing our practical belief in present conditions by materially strengthening our staffs so as to be able to serve our increasing number of customers.

France Honors Dilnot

Frank Dilnot, New York correspondent of the Daily Chronicle of London, has been made a Chevalier of the Legion of Honor by the French Government, according to information reaching this city. Mr. Dilnot is a frequent contributor to American newspapers and magazines, and is president of the Association of Foreign Press Correspondents in the United States.

Jones Library Brings Big Price

Book buyers and collectors from all parts of the country were represented at the sale of Part II of the library of Herschel V. Jones, editor of the Minneapolis Journal, in the Anderson Galleries, New York this week. The proceeds from the sale of the entire library amounted to \$255,768.

Bernstein Quits American Hebrew

Herman Bernstein, who recently returned from Russia, where he has been studying conditions, announces that he has resigned from the editorship of The American Hebrew, not being in sympathy with its policy.

Sports Writers Banquet February 19

The Philadelphia Sporting Writers' Association will hold a "come-back banquet" at the Hotel Walton on February 19 in celebration of the post-war revival of all kinds of sports.

107-Year German Paper Quits

The Allentown (Pa.) Welt-Bote, one of the oldest German language newspapers in the United States, ceased publication January 27. It was established 107 years ago.

Lee Returns to the A. A. C. W.

Richard Lee has resigned as secretary of the New York Tribune, Inc., and has returned to the service of the Associated Advertising Clubs of the World.

New York Commercial Will Move

The New York Commercial has rented new quarters in the Potter Building, Park Row and Beekman Street.

NOMINATE DIRECTORS OF ASSOCIATED PRESS

Dow, Gunnison, Braun, Ray, Morris, Sturtevant, Moore, Crothers, and McKay Are New Men Named As Candidates for Election in April

(By Wire to Editor & Publisher.)

CHICAGO, January 30.—The Nominating Committee of the Associated Press named the following candidates for members of the board of directors to succeed those whose terms expire in 1919:

Eastern Division, Charles Hopkins Clark, Hartford Courant; William H. Dow, Portland (Me.) Express, to fill unexpired term of Oswald Garrison Villard, of New York, resigned; Herbert F. Gunnison, Brooklyn Eagle; and A. E. Braun, Pittsburgh Post.

Central Division, Elbert H. Baker, Cleveland Plain Dealer; E. Lansing Ray, St. Louis Globe-Democrat; C. D. Morris, St. Joseph Gazette; J. L. Sturtevant, Wausau (Wis.) Record-Herald.

Southern Division, Clark Howell, Atlanta Constitution; D. D. Moore, New Orleans Times-Picayune.

Western Division, R. A. Crothers, San Francisco Bulletin; A. N. McKay, Salt Lake City Tribune.

Scranton Ad Men Welcome Louis Wiley as Speaker

More Than 150 Hear His Talk on Newspapers and Advertising—Club Has Splendid 1919 Programme

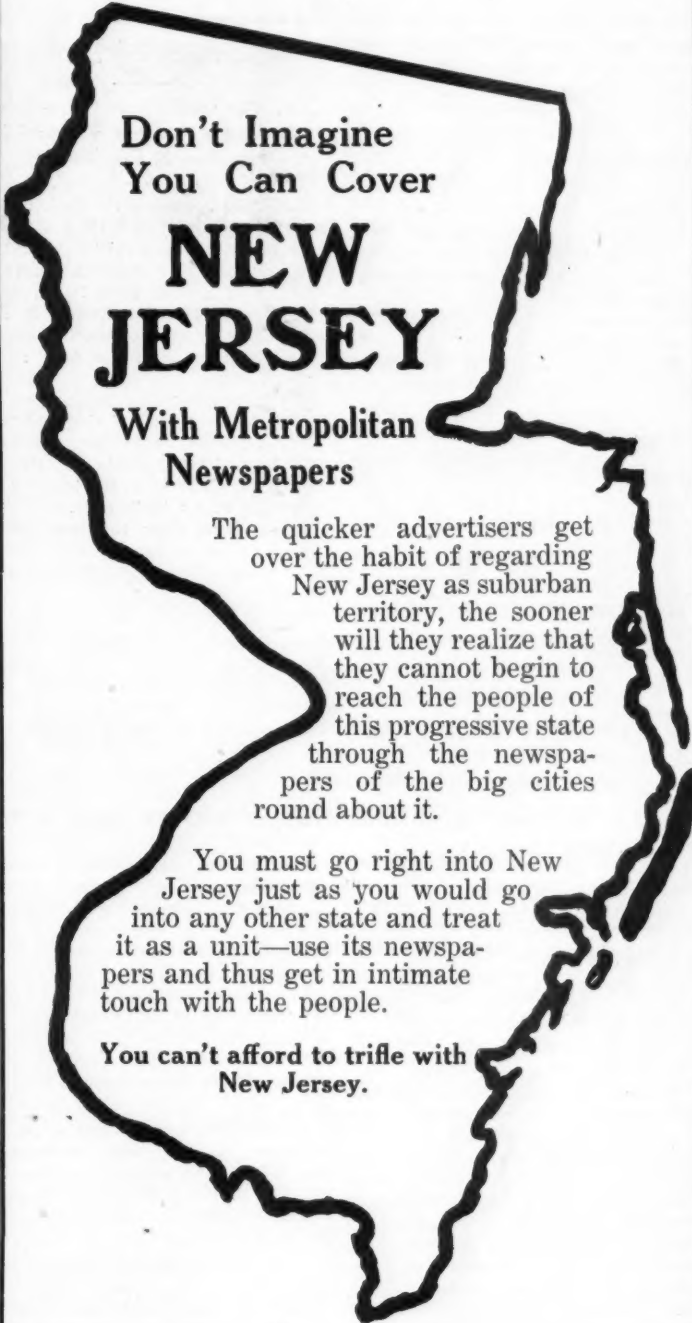
More than 150 members of the Scranton (Pa.) Advertising Club and guests were present at the meeting, January 24, to hear Louis Wiley, business manager of the New York Times, speak. His remarks were summarized in EDITOR & PUBLISHER last week.

The audience was a most appreciative one and was made up not only of Scrantonians, but many advertising and newspaper men from other parts of the State attended, including William Peck, publisher and editor of the Pittston Gazette, and Fred C. Kirkendall, president and editor of the Wilkes-Barre Times-Leader. In addition to Mr. Wiley, G. Lynn Sumner, advertising director of the International Correspondence Schools, gave a humorous talk on a weekly newspaper editor's experiences.

The Scranton Ad Club plans to have a big meeting every six weeks, at which the principal speaker will be a prominent newspaper or advertising man. The programme of topics will be varied to give the members the benefit of the widest possible expert advice. The club started this programme before the war and is now renewing where it left off then.

George Marr, advertising manager of the Globe Store, is president of the Ad Club and William J. Pattison, publisher of the Scranton Republican, is chairman of the Board of Directors. Mr. Pattison, as an old friend of Mr. Wiley, introduced him to the members.

Mr. Pattison used to be publisher of the New York Evening Post, but now swears by Scranton as the best city in the country. He was in New York this week on his way to Chicago to attend the meeting of the Nominating Committee of the Associated Press, which was held Thursday.



Don't Imagine You Can Cover NEW JERSEY With Metropolitan Newspapers

The quicker advertisers get over the habit of regarding New Jersey as suburban territory, the sooner will they realize that they cannot begin to reach the people of this progressive state through the newspapers of the big cities round about it.

You must go right into New Jersey just as you would go into any other state and treat it as a unit—use its newspapers and thus get in intimate touch with the people.

You can't afford to trifle with New Jersey.

Good Papers—Moderate Rates

Paper	Circulation	Rate 5,000 lines
Asbury Park Press (E)	7,358	.0207
Atlantic City Press (M) Union (E)	13,135	.0350
Elizabeth Journal (E) (A.B.C.)	17,445	.04
Hackensack Record	5,072	.0178
Hudson Observer (Hoboken)	38,668	.07
Passaic Herald (E)	7,302	.0178
Passaic News (E)	8,009	.0215
Paterson Press-Guardian (E)	11,107	.03
Perth Amboy Evening News (E)	8,025	.0214
Plainfield Courier-News (E)	7,427	.0215

Written and prepared by Theodore S. Fettingler Advertising Agency, Newark, N. J.

CIRCULATORS TO MEET IN UTICA APRIL 15-16

Association Already Has Fifty Members
and Ranks Second in Size to the
I. C. M. A.—President McKernan
Invites More to Join

By JAMES MCKERNAN,
President New York State Circulation
Managers' Association.

The Board of Directors of the New York State Circulation Managers' Association has selected the dates of April 15 and 16 (Tuesday and Wednesday) for the next meeting and has accepted the invitation of the Utica members to convene in that city.

The president announces the appointment of the following committees:

Committees Appointed

Arrangements for Meeting—D. W. Tanner, Utica Herald-Dispatch; A. W. Cockerill, Utica Press; Martin A. Miner, Utica Observer.

Legislative Committee—A. F. McIntyre, Syracuse Herald.

Programme—A. M. Annenberg, Albany Knickerbocker Press.

Membership—W. C. Hixson, Syracuse Post-Standard.

Audit—Martin A. Miner, Utica Observer.

The complete list of the association's officers follows:

President, James McKernan, New York World.

First Vice-president, R. D. M. Decker, Albany.

Second Vice-president, M. J. Burke, Brooklyn Eagle.

Secretary-treasurer, J. O. Taft, Binghamton Republican Herald.

Board of directors, William Henry, New York American; A. J. Gerber, Syracuse Journal; M. D. Treble, Buffalo Times; F. A. Roberts, Rochester Times-Union; J. M. Annenberg, Albany Knickerbocker Press; W. C. Hixson, Syracuse Post-Standard; Alfred W. Cockerill, Utica Press.

Although the association is only a little over a year in existence it has a membership of over fifty and is now the largest circulation managers' association, with the single exception of the mother organization, the International Circulation Managers' Association.

Matters of interest to all circulation managers are freely discussed at these meetings and remedies sought for the many problems in relation to the handling of the output of the newspapers—transportation, special deliveries, delinquent accounts, economies, improvement in systems, etc.

Different ways of handling the various details are gone over and a free exchange of ideas is always in evidence, in consequence of which the membership is constantly growing.

Many Advantages to Members

The initiation fee is \$3 and the annual dues \$2. An invitation is extended to all circulation managers in New York to join. Every newspaper in the State should have its circulation manager in this association.

Business managers or publishers of small papers who have no circulation manager are also eligible. Application blanks will be furnished by the secretary-treasurer, John O. Taft, Binghamton Republican Herald.

EDITOR & PUBLISHER is the official organ of the association and complete reports of the proceedings of the meetings appear in its columns; also articles on circulation methods and items of

interest to all circulation managers are printed during the time between meetings.

Cleans Up "Slow Pay" Accounts By Letter

L. V. Van Cleave Submits for Use of
Circulation Managers a Form that
Has Brought Him Results

L. V. Van Cleave, circulation manager of the Rockford (Ill.) Republic, reports having been very successful in cleaning up "slow pay" accounts by the use of a short form letter, which he submits, through **EDITOR & PUBLISHER**, for the use of brother circulators who may have use for it. The letter follows:

DEAR SUBSCRIBER:

This is the period of the year when every business house throughout the land is particularly anxious to clean up unpaid accounts in order to start the new year with a clean slate.

Our records show that you are indebted to us in the amount of \$— for the Daily Republic up to Saturday, December 14.

We know that you are just as anxious to clean up this small account as we are. Perhaps it has been allowed to accumulate through the carelessness of our carrier; perhaps it has been just a little neglect on your part. At any rate, let's get it cleaned up, so as to start the new year right. When one goes into the new year with accounts balanced, one has an increased feeling of confidence for the future.

If you do not care to adjust this account with our carrier when he calls on Saturday, please drop in to the office at your first opportunity or remit by mail. As our carriers work upon a commission basis, their earnings depending upon the amount of their collections, your early attention to this account will provide your carrier boy with additional funds with which to enjoy a Merry Christmas and a Happy New Year.

Thanking you most heartily in anticipation of your early attention to this matter, and wishing you the compliments of the season, allow us to remain.

CIRCULATION NOTES

Robert H. Hurley, assistant to E. W. Van Deusen, circulation manager of the Schenectady Gazette for a considerable time, has assumed the circulation management of the Elizabeth (N. J.) Times.

James C. Montgomery, formerly superintendent of the mailing department, has been promoted to circulation manager of the Detroit News. Mr. Montgomery has formed the following "cabinet": Superintendent of home circulation, W. C. McIntyre; superintendent of development and promotion, F. E. Davies; superintendent of State circulation, W. W. Beatty; superintendent of street sales, Frank Zurk; superintendent of mailing department, B. S. Redmon.

The Hartford (Conn.) Courant gave its annual supper and entertainment for carriers in Hartford and the suburban towns on the evening of January 28. About 130 of the most interesting boys in Hartford County were there and they will work all the harder for it.

Neil A. Currie has become country circulator for the Detroit Journal.

The Dearborn Independent, Henry

Ford's new weekly newspaper, has undertaken an extensive circularizing campaign to increase its paid subscription list. All names appearing in the telephone books of most large cities are being sent, under 1-cent stamps, multi-graphed form letter appeals for subscription support. Several subscription blanks are enclosed with each letter, and it is suggested that the publishers "would appreciate their being given proper distribution" among the recipient's friends.

The "Soldier's Friend" advisory department of the Chicago Herald and Examiner, in charge of Major Grover Sexton, is registering a pronounced hit and the clerical force answering inquiries has had to be enlarged to accommodate them all.

The traveling representatives in the carrier and newsdealer organization of the Des Moines Register and Tribune held an all-day conference with the circulation manager on January 13, talking over the plans for use in continuing the circulation growth without war news. A banquet was held in the evening, where Paul C. Treviranus, business manager, and Harvey-Ingham, editor of the Register and Tribune, gave their ideas on substantial circulation.

N. W. Cowherd has resigned as circulation manager of the Erie (Pa.) Herald to take charge of the circulation of the Atlantic City (N. J.) Gazette-Review. He assumed his new duties January 27.

C. P. A. WOULD CUT OUT ADS IN NEWS COPY

Recommends Omission of Names of
Physicians and Lawyers, and Also An-
nouncements of Entertainments
When Entrance Fee Is Charged

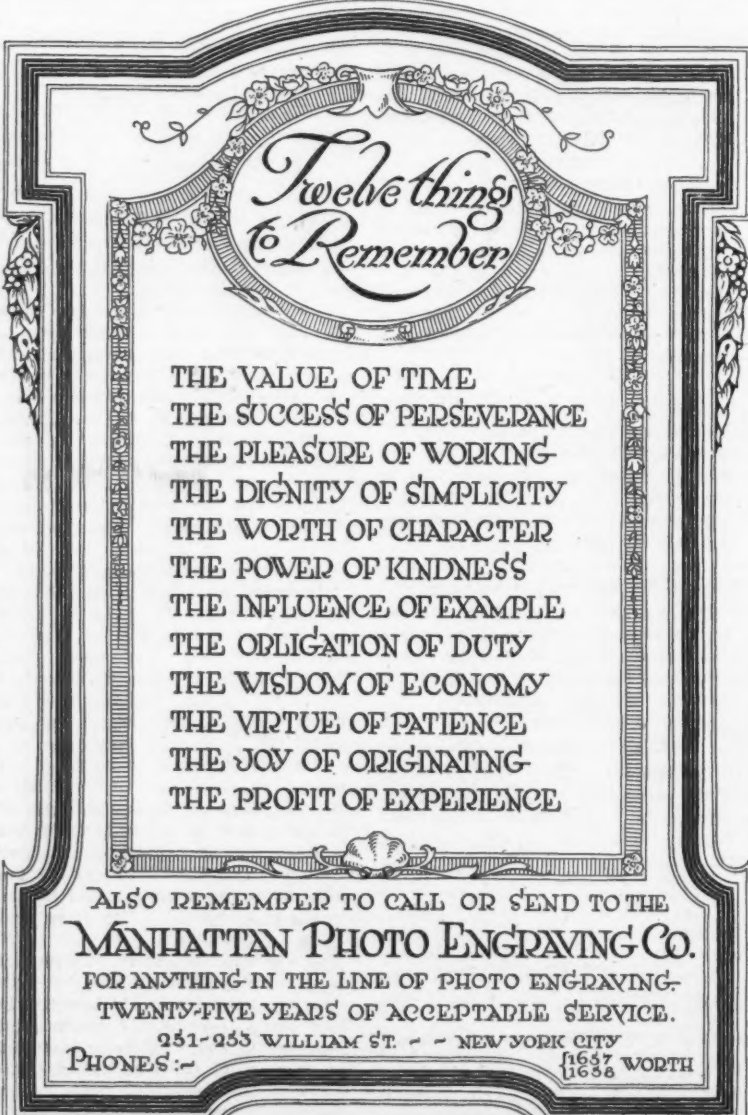
TORONTO, January 28.—A meeting of the executive committee of the editorial section of the Canadian Press Association was held here last week, with J. G. Elliott, Kingston Whig, in the chair. A proposal to hold a two-day meeting of the section at Ottawa during the coming session of Parliament was approved. It will include conferences, luncheons to be addressed by Cabinet ministers, and visits to the House while in session.

The committee discussed the practice of introducing the names of doctors, lawyers, etc., in accounts of cases in which they were professionally interested and agreed that the press generally should be asked to omit such references as possessing a certain amount of advertising value.

It was recommended that daily newspapers should omit from their news announcements of public gatherings at which an entrance charge is made.

Appoints Randall Representative

David J. Randall, New York, has been appointed Eastern representative of the Casper (Wyo.) Tribune.



Twelve things
to Remember

THE VALUE OF TIME
THE SUCCESS OF PERSEVERANCE
THE PLEASURE OF WORKING
THE DIGNITY OF SIMPLICITY
THE WORTH OF CHARACTER
THE POWER OF KINDNESS
THE INFLUENCE OF EXAMPLE
THE OBLIGATION OF DUTY
THE WISDOM OF ECONOMY
THE VIRTUE OF PATIENCE
THE JOY OF ORIGINATING
THE PROFIT OF EXPERIENCE

ALSO REMEMBER TO CALL OR SEND TO THE
MANHATTAN PHOTO ENGRAVING CO.
FOR ANYTHING IN THE LINE OF PHOTO ENGRAVING.
TWENTY-FIVE YEARS OF ACCEPTABLE SERVICE.
251-253 WILLIAM ST. - NEW YORK CITY
PHONES: - 1637 WORTH 1638

CAN'T FORCE DEALERS TO SELL PAPERS

Practice of N. Y. Publishers Association and American News Company Called Coercive by Supreme Court and Ordered Discontinued

A newsdealer cannot be forced to sell any publication against his wishes and distributors cannot refuse to supply him with any he wants to deal in, according to an opinion just rendered by Justice Russell Benedict in the Supreme Court of Brooklyn.

Joseph A. Sultan, a newsdealer, instituted court action, complaining that members of the New York City Publishers Association and the American News Company would not furnish him with papers because he refused to sell the New York American and the New York Evening Journal. Immediate relief was ordered by the court.

According to the affidavits presented by Mr. Sultan, after August 19, 1918, many customers objected to his carrying for sale the New York American and the Evening Journal. Finding his sale in them diminishing, he decided to discontinue them. He then found that the Publishers Association would not deliver him other New York papers unless he resumed carrying the Hearst papers for sale in the same quantity he did before August 19, 1918. At the same time the American News Company continued delivering the New York American and Evening Journal.

Defensive Measure, Say Publishers

The affidavits presented by the Publishers Association state that as a result of conferences it was decided that as a defensive matter publishers threatened with boycott would refuse to sell their papers to any newsdealer who declined to handle one or more of such papers.

It was also said that in order to give effect to the decision of the publishers, the American News Company should be notified that its papers were not to be supplied to newsdealers through the agency of the American News Company unless all orders for all papers should be taken out as usual.

In his decision Justice Benedict said: "The facts in the case as established upon the present state of the record can hardly be said to be in dispute. They clearly point to a combination or conspiracy on the part of the defendants to use the tremendous force of their united power to compel the plaintiff to regulate his business under the direction of the defendants at the hazard of depriving him of the supplies upon which his business depends, and thus to prevent him from competing with such other newsdealers as would transact and carry on their business under the conditions which the defendants should choose to prescribe. In this lies the essence of the case."

Called Un-American

"This joint action is in the highest degree arbitrary, coercive, and un-American. For the purposes of this motion I am constrained to hold it to be prima facie an illegal invasion of the rights of the plaintiff."

"Other facts may, it is true, develop upon the trial which will require a different conclusion, but the present duty of the court is plain, and, as was said by a great English judge in one case, 'I must forget the name of the court in

which I sit if I were to refuse to grant relief.'"

Prevents Revocation of License

In a somewhat similar case to the above, John G. Williamson, a Brooklyn newsdealer, won a victory on January 25 in the Supreme Court, that borough, over Park Commissioner Harman. Justice Cropsey continued an injunction restraining the commissioner from revoking Williamson's newsstand license pending the outcome of an action for a permanent injunction.

Commissioner Harman, acting on general instructions from Mayor Hylan, tried to revoke Williamson's license on the ground that he had broken its conditions by refusing to sell all newspapers which the people wished to buy, Williamson had declined to sell Hearst papers.

Justice Cropsey said: "No papers are presented which show that the public are in any way inconvenienced by the refusal of the plaintiff to sell these particular papers."

"There is nothing in the plaintiff's permit that requires him to sell every paper that is published that the Park Commissioner may require him to sell."

Mt. Vernon Must Drop Bar

The Appellate Division of the Supreme Court in Brooklyn reaffirmed on January 24 its decision that the City Council of Mt. Vernon, N. Y., had no right to pass an ordinance to stop the circulation and sale of Hearst newspapers.

The court recently held that the ordinance was an invasion of the constitutional right of a free press. J. Henry Esser, corporation counsel of Mt. Vernon, asked the Appellate Division for a reargument of the case or to permit it to be taken to the Court of Appeals, but the court refused to accede to either request.

COLVIN APPOINTED MANAGER

Malcolm Is Again Circulator of Tulsa Democrat and Times

H. H. Horton has resigned as business manager of the Tulsa (Okla.) Democrat and Times and is succeeded by Charles Colvin, formerly office manager. Mr. Colvin and Miss Dorothy Hudson, of the circulation department of the Democrat and Times, were recently married.

J. A. Malcolm has returned to the circulation management of the two papers after an absence of two years. He succeeds Charles Hogebaum, who has been compelled to obtain outdoor employment on account of poor health.

EDITORS WANT BETTER ROADS

Convention of Minnesota Press Will Give Them Special Attention

The fifty-second annual convention of the Minnesota State Editorial Association will be held in Minneapolis February 21 and 22. Good road needs for Minnesota will be the subject featured on the programme. Rudolph Lee, of the Long Prairie Leader; Roy Chase, of the Anoka Herald, and Martin Widsten, of the Warroad Pioneer, will lead the discussion.

Washington's birthday anniversary will be observed by an informal get-together between editors and members of the Legislature which will take place in the convention hall of the State Capitol.

IOWA

Estimated Value of 1918 Farm Crops more than **DOUBLE** the five years' average 1911 to 1916.

As the chief industries of Iowa deal with pastoral and agricultural produce, it is fair to assume that business will continue to be good and buying easy in Iowa for as far as one can look well ahead.

With the greatest crops in its history, and the World practically in its debt, where could a national advertiser find a territory more encouraging for his activities?

It has more fat swine to sell than anyone else, and animal fats are the crying need of the day, due to the exhaustion of such supplies concurrent with the WAR.

These papers are:

	Circulation	Rate for 5,000 lines
Boone News-Republican (E)	3,795	.0121
Burlington Hawkeye (M)	11,385	.025
Burlington Hawkeye (S)	12,648	.025
Clinton Herald (E)	7,827	.02
Council Bluffs Nonpareil (E & S)	16,645	.03
Davenport Times (E)	25,927	.05
Des Moines Capital (E)	64,552	.08
Des Moines Register & Tribune (M & E)	118,180	.14
Des Moines Sunday Register (S)	68,861	.12
Dubuque Telegraph-Herald (M & E)	16,033	.04
Dubuque Telegraph-Herald (S)	16,103	.04
Fort Dodge Messenger & Chronicle (E)	9,711	.025
After July 1st, 1919, rate 3c. per line.		
Marshalltown Times-Republican (E)	14,000	.0215
Mason City Globe-Gazette-Times (E)	9,428	.02
After April 1st, 1919, rate 3c. per line.		
Muscatine Journal & News-Tribune (E)	8,298	.02
Ottumwa Courier (E)	13,530	.025
Sioux City Tribune (E)	51,342	.07
After March 1, 1919, rate will be 8c. flat.		
Waterloo Courier (E)	14,898	.03
Government Statements, 6 months' period, Oct. 1st, 1918.		

Dean of Legislative Writers Dies in Albany

Many High Tributes Paid to Joseph McEntee's Memory—Legislature Adjourns, Adopting Resolution

Joseph L. McEntee, dean of New York legislative correspondents, died from pneumonia in Albany, January 26. He was engaged in newspaper work at the capital for twenty-six years and for a quarter of a century was correspondent for the New York Sun. Mr. McEntee was fifty-four years old.

Few private citizens of New York State have ever received in death higher official honors than were accorded Joseph McEntee. The Senate and Assembly adjourned Monday night after adopting a memorial resolution as a tribute to him. At the funeral services in Albany Wednesday morning prominent men from all parts of the State were present. The Legislative Correspondents' Association also adopted a memorial resolution and attended the funeral services in a body.

Mr. McEntee was considered the most expert political writer in the State and his acquaintance and knowledge of public men was most extensive. It was a matter of common talk among newspapermen at the capital that "Joe" was always "in right" at every source of news, regardless of politics, because he always played fair and his honor was never questioned. The nature of the man was one of helpfulness and consideration for others, and he gave freely of the facts he had found when his co-workers were struggling to get them. But he always reserved the right to a "scoop," and he had some of the greatest to his credit ever obtained in the Albany newspaper field. In the days before typewriters came into general use he had a distinct advantage over all his rivals. He was an expert telegraph operator, and when an operator was not available to send his stories he would sit in at the key himself and send them.

In spite of Mr. McEntee's busy life as a newspaperman he found time to enter the legal profession. In 1905 he entered the Albany Law School and was graduated two years later and admitted to the bar. His principal law business was in aiding poor people who could not afford to pay for legal counsel and services.

Major George H. Smith

Major George H. Smith, a well-known figure in New York State newspaper circles, died in Norwich on January 26, aged 89 years. He was born in New York and was given his first newspaper work by Moses Beach, of the Sun, later going to the Tribune, where he was associated with Horace Greeley, Charles A. Dana, Henry T. Raymond and Manton Marble.

He served in the Civil War with the Twelfth New York Infantry and at the

battle of Antietam was promoted to the rank of major. Following the war, Mr. Smith went in the newspaper exchange department of the New York Postoffice and later was made a special agent between New York and Washington. Subsequently he engaged in up-state newspaper work, founding the Oneonta Star and the Norwich Sun.

Herman Schleuter

HERMAN SCHLEUTER, editor of the New York Volks-Zeitung and a noted authority and writer on Socialism, died in New York January 26 of pneumonia, aged sixty-five years. He was born in Leipzig, but was forced to leave the country when a young man because of political views. Going to London, he became associated with Karl Marx and Frederick Engels. He later published a Socialist journal secretly in Switzerland and was expelled from that country. He fled to the United States, arriving in New York in 1885. Three years later he became associated with Jonas and Sergius Shewitch in the publication of the Volks-Zeitung. He helped arrange the secret congress of the German Social Democracy at Wyden.

Wylie B. Jones

Wylie B. Jones, of Binghamton, N. Y., a well-known advertising agent, died suddenly near Hancock, N. Y., Monday while motoring to New York city. Mr. Jones was born at Oxford, Conn., in 1862, and later resided in Burlington, Vt., where until 1902 he was the advertising manager for the Wells-Richardson Company, manufacturing Paine's Celery Compound and Diamond Dyes. He went next to Buffalo, for two years being with the R. T. Booth Company, maker of the famous "Hyomel," and for six years was manager of the Wyckoff Advertising Agency in Buffalo.

In 1909 Mr. Jones established his agency in Binghamton, and since then has handled a number of well-known national accounts.

OBITUARY NOTES

FREDERICK A. DUNEKA, vice-president of the publishing house of Harper & Brothers, a former well-known newspaper man, died in Summit, N. J., January 24, aged sixty years. Born in

CURRENT HISTORY

The Monthly Magazine Published by The New York Times Company.

February number contains text of all President Wilson's speeches in Europe, opening of the Peace Congress speeches, details of the Civil War in Germany, the Polish Situation Reviewed, the Cause of Russia's Ruin, Full Statistical Reviews of loss of life during the war.

25c a copy; \$3 a year, postpaid.

Louisville, Ky., Mr. Duneka wrote for Louisville and Chicago newspapers, then coming to New York entered the service of the New York World soon after Joseph Pulitzer bought that newspaper. He was Mr. Pulitzer's private secretary and afterward occupied various editorial positions, one the city editorship of the Evening World. When George Harvey incorporated Harper & Brothers in 1900 he, associated with himself Mr. Duneka, his close friend and formerly one of his associates on the World. He helped many new writers to gain a hearing from the public.

LIEUT. JOHN WALSH, formerly assistant advertising manager of the New York Tribune, is reported to have been killed in action while serving with the 302d Engineers.

CHARLES W. YOUNG, once advertising manager of the Memphis Commercial Appeal and later connected with financial papers in New York, died January 13 in New York.

CHARLES R. BROWN, financial editor of the New York Journal of Commerce and correspondent for the London Financial News, died on January 24 from influenza. He was born in England fifty-five years ago.

ALFRED TRANCHARD, at one time a newspaper man in New Orleans and later with the advertising departments of the Fireman's Herald and Engineering News, New York, died January 23 in Plainfield, N. J., from heart disease.

LESTER F. MARX, of the New York advertising agency of Marx & Angus, died January 24 of influenza and pneumonia. He was thirty-one years old and formerly was with the Washington Post and the Newark News. He is survived by a widow and infant son.

JOSEPH JULIUS PUPKI, who was the mechanic in charge of the first multi-color printing press made in this coun-

try by R. Hoe & Co., for the New York Recorder, died January 19 in Brooklyn, aged sixty-three years. He was a widely known master mechanic.

LORNE BURLEIGH, a member of the Pittsburgh Leader editorial staff, died January 14 of influenza, aged twenty-four years.

JOSEPH W. SCANLAN, news editor of the Buffalo (N. Y.) Evening News, died January 12 from typhoid fever. He was thirty-six years old.

LUCIEN SEGAR, formerly advertising manager for A. Kaufman, Decatur, Ill., and later for Liebeck Brothers, Nashville, Tenn., died in Oklahoma City last week. At the time of his death he was advertising manager for the Kerr Dry Goods Company.

JAMES L. REGAN, one of the oldest and best known printers in Chicago, died at his home January 25, after an illness of more than four years

Consider Clarksburg

WEST VIRGINIA

Population, 1918 estimate, 35,000. Located on the west fork of the Monongahela river on the main line of the Baltimore and Ohio railroad, with five converging divisions of that system; also five converging lines of Monongahela Valley Traction system. Center of a rich farming district and one of the greatest natural gas, oil and coal fields in the world. Extensive mining of coal in surrounding country, abundant gas and coal supply being two of the community's greatest assets.

The Clarksburg Telegram

Covers This Rich Field
TWO CENTS LINE FLAT

The Only BALTIMORE Daily Newspaper

to Make a Circulation
Gain December 1918
over December 1917 was

THE NEWS

"Read Through and Through"

7,857 Daily Net Paid Gain
7,166 Sunday Net Paid Gain
Lowest Rate Per Thousand

Frank W. Webb
Advertising Manager

DAN A. CARROLL J. E. LUTZ
Eastern Representative Western Representative
Tribune Bldg. First Nat. Bk.
New York Bldg., Chicago

The eastern and mid-western representatives of the
LOS ANGELES EVENING HERALD,
the largest evening newspaper on the Pacific Coast, are
E. C. TROWBRIDGE
347 Fifth Avenue, New York
AND
G. LOGAN PAYNE CO.
1233 Marquette Bldg., Chicago
"The Evening Herald grows just like Los Angeles."

Readers Decide

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service
M. KOENIGSBERG, Manager
37 WEST 39TH ST., New York

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., New York City.
Established a Quarter of a Century.

We spend more than
\$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service
246 West 59th Street

THE INTERNATIONAL NEWS BUREAU, Inc.

15 SCHOOL STREET, BOSTON, MASS.

(J. J. BOSDAN, Editor)

More than 120 American and Canadian newspapers subscribe to our service

Each week our subscribers receive between 80 and 80 columns of copy. Authoritative articles by men of international calibre on matters international, human interest stories from all lands and climes, revelations of European courts, speeches and addresses of men and women whose words influence the thought of nations, translations from every important foreign newspaper; these and numberless other items day after day are sent to our subscribers.

IN SHORT, MR. EDITOR—ESPECIALLY MR. SUNDAY EDITOR—We CONSTANTLY SPREAD THE WORLD BEFORE YOU FROM ALL ANGLES.

You will find our monthly subscription rates surprisingly low.

EAGER TO ELIMINATE THE LOBBYISTS

(Continued from Page 10.)

The restrictions against employment by brokers were inserted in applications following the famous peace note "leak," when it was shown that two correspondents, one of them a member of the gallery and the other the president of the White House Correspondents' Association, were employed as "tipsters" by brokerage houses, and that a third, not in the employ of a broker, gave him the peace note tip as a matter of friendship.

Under the Standing Committee's construction of the rules laid down by the Speaker of the House and the Rules Committee of the Senate, a man employed by a political campaign committee or as "press agent" for a Senator or Representative does not violate the gallery rules. Nor does the committee hold that a man engaged in the distribution of propaganda, either in the form of "black sheets" of his own story or in mimeograph violate the rules.

Get Small Pay

The recent appearance of Mexican oil corporation propaganda both in anonymous form and as carbons passed around by a correspondent, is known to have caused concern at the State Department, where it is realized that determined efforts are being made to force a clash between the United States and the Carranza Government, and, if possible, the blockading of Mexican ports by the American Navy.

This matter has resulted in a proposal that in the future any correspondent who acts as the distributing agent of such propaganda shall be required to write at the head of his story the fact that it is written in behalf of such and such interests.

The point is made that if correspondents are to be held to strict observance of a rule against outside connections, men might be restrained from representing more than one paper. That brings the discussion to the responsibility of the newspapers.

Simple addition is sufficient to tabulate the newspapers which pay their correspondents salaries adequate to meet

living conditions in Washington, and the average is surprisingly low. Many newspapers advertise their special Washington correspondence and sign dispatches of men getting \$30 to \$40 a week. The average is about \$60, possibly a little less.

It therefore becomes necessary for men to obtain additional connections, and some drift from small papers to work that pays better. The number of papers which require a man to devote his entire time to their demands and pay accordingly is small.

Under the rules of the gallery a man is required to report all his outside work to the Standing Committee, but inquiry by EDITOR & PUBLISHER has developed that the number so doing during the last six months is negligible. The Standing Committee does not feel warranted in conducting cross-examinations of all correspondents at frequent intervals. It does not believe it is the arbiter of the conduct of members of the gallery.

Meantime the need of a strong protective organization organized by and composed of newspapermen is becoming more patent to the body of the correspondents, to put an end to repeated questioning of their integrity and the perpetuation of the belief that "you can't believe anything you see in a newspaper," because there is some ulterior motive behind everything that is written.

**Food Medium
of
New Jersey
Trenton Times**
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
20 Fifth Avenue NEW YORK Lytton Building CHICAGO

New Orleans States
Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months
Ending Oct. 1, 1918
44,968 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

**To Reach the Rich Trade
of Kansas
Topeka Daily Capital**
Sworn Government Report
for six months ending October 1, 1918
36,204
Its sales promotion department
is at the service of advertisers.
And it really promotes.
Arthur Capper
Publisher
Member A. B. C.

**The
Pittsburgh
Post**
has the second largest morning and Sunday circulation in Pittsburgh.



**The True News
—FIRST—
Always—Accurately
International News Service
World Bldg. New York**

EASTON MADE INQUIRER CHIEF

Clears Himself of Logan Connections Before Gallery Standing Committee

WASHINGTON, January 30.—The Standing Committee of the Press Gallery, after hearing testimony of Messrs. Blackley, Easton, and Luckett, issued a formal statement announcing that Thomas F. Logan had severed all connections with the Philadelphia Inquirer, and that Mr. Easton, "free of all professional association with Mr. Logan, now is the accredited chief of of the Inquirer Bureau."

Under this condition the standing of Mr. Easton and Mr. Blackley no longer can be questioned in any way.

The Standing Committee announced that Mr. Luckett is to retain his "association with Mr. Logan in other enterprises and has resigned from the Gallery," adding that he never had availed himself of the privilege of the Gallery.

R. M. Stovall, formerly of the Galveston News, has purchased a farm near Stockdale.

CANADA AFTER BIG MEETING

Pre-War Plan for Imperial Press Conference Revived by Publishers

TORONTO, January 28.—The proposal to hold an Imperial Press Conference in Canada, which was under consideration when war broke out, has been revived. A census of the editors of the Dominion is being taken to ascertain the opinion of the Canadian press on the subject.

It is understood that replies so far are favorable to the project.

The Following Newspapers
are Members of
**THE
AUDIT BUREAU OF
CIRCULATIONS**

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the actuality of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA
Birmingham NEWS
Average circulation for June, 1918, Daily, 48,896; Sunday, 53,795. Printed 2,865,884 lines more advertising than its nearest competitor in 1917.

CALIFORNIA
Los Angeles EXAMINER
A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.

GEORGIA
Atlanta DAILY GEORGIAN AND SUNDAY AMERICAN
Circulation daily, 62,537; Sunday, 105,287. The largest 3c afternoon circulation in America. The greatest Sunday circulation in this section of the South.

ILLINOIS
Joliet HERALD-NEWS
Circulation, 18,100.

IOWA
Des Moines. SUCCESSFUL FARMING
More than 800,000 circulation guaranteed and proved, or no pay. Member Audit Bureau of Circulations.

LOUISIANA
New Orleans TIMES-PICATUNE

MINNESOTA
Minneapolis TRIBUNE
Morning and Evening.

MONTANA
Butte MINER
Average daily, 14,905; Sunday, 23,670, for 6 months ending April 1, 1918.

MISSOURI
St. Louis POST-DISPATCH
Daily Evening and Sunday Morning.
Is the only newspaper in its territory with the beautiful Rotogravure Picture Section.
The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year than there are homes in the city.
Circulation for entire year 1918:
Sunday average 353,177
Daily 189,796

NEW JERSEY
Asbury Park PRESS
Elizabeth JOURNAL
Paterson PRESS-GUARDIAN
Plainfield COURIER-NEWS

NEW YORK
Buffalo COURIER & ENQUIRER
New York City THE PROGRESSIVE ITALO-AMERICAN
New York City DAY
The National Jewish Daily that no general advertiser should overlook.

OHIO
Youngstown VINDICATOR

PENNSYLVANIA
Erie TIMES
Wilkes-Barre TIMES-LEADER

TENNESSEE
Nashville BANNER

TEXAS
Houston CHRONICLE
The Chronicle guarantees a circulation of 50,000 daily and 58,000 Sunday.

VIRGINIA
Harrisonburg DAILY NEWS-RECORD
Largest circulation of any daily paper in the famous valley of Virginia.

WASHINGTON
Seattle POST-INTELLIGENCER

**Bridgeport
in PEACE and WAR**
Connecticut's Greatest Manufacturing City. Peace Products known the world over are made
in Bridgeport
Columbia Graphophones. Singer Sewing Machines. Warner Brothers Corsets. Weed Tire Chains and many others will keep Bridgeport's workmen busy.
THE STANDARD TELEGRAM and POST
Cover the field like snow.
FOREIGN REPRESENTATIVES
The Julius Mathews Special Agency,
BOSTON NEW YORK CHICAGO

**For Prompt Service
TYPE
Printers' Supplies
Machinery**
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
**AMERICAN
TYPE FOUNDERS CO.**
Boston Pittsburgh Kansas City
New York Cleveland Denver
Philadelphia Detroit Los Angeles
Baltimore Chicago San Francisco
Richmond Cincinnati Portland
Atlanta St. Louis Spokane
Buffalo Minneapolis Winnipeg

R. J. BIDWELL CO.
Pacific Coast Representative of
**DAILY
NEWSPAPERS**
SAN FRANCISCO OFFICE
of the
Editor & Publisher
742 Market Street
SAN FRANCISCO

KITCHIN ELIMINATES POSTAL AMENDMENT

(Continued from Page 5.)

the system in the campaign of last fall. The Republicans are prepared to make a clean cut issue of the matter and they believe an immediate repeal of the zone system by the new Republican Congress will prove a valuable political asset.

In this connection, however, it is not believed that the Republicans favor a complete return to the old flat rate of a cent a pound. There is said to be a strong possibility that the rates carried by the Senate amendment in the pending bill will be urged.

If the action of the conferees is upheld and the Senate amendment killed the present rates of 1 1/4 cents a pound on reading matter and the following charges on advertising matter on the basis of the parcel post zones will be effective: First and second zones, 1 1/4 cents; third zone, 1 1/2 cents; fourth zone, 2 cents; fifth zone, 2 1/4 cents; sixth zone, 2 1/2 cents; seventh zone, 3 cents; eighth zone, 3 1/2 cents.

Beginning July 1 of this year, unless the Republicans are able to repeal the law in the meantime, which is doubtful, the rates will be 1 1/2 cents a pound on reading matter and the following on advertising matter: First and second zones, 1 1/2 cents; third, 2 cents; fourth, 2 cents; fifth, 2 1/2 cents; sixth, 4 cents; seventh, 5 cents; eighth, 5 1/2 cents.

These rates are to be increased again on July 1, 1920, and again on July 1, 1921, when they become fixed, with charges of 2 cents a pound in the first and second zones and run to 10 cents a pound in the eighth zone.

Protective League Closes Work

The American Protective League went out of existence on January 31. With its army of business men and women, lawyers, chemists, newspaper men, advertising experts and others, it had worked quietly, without pay, to protect the nation from enemy propaganda.

Represents P. T. Dodge

Capt. Ewart Mackay, son of Mr. J. F. Mackay, former business manager of the Toronto Globe, has come to New York, where he is to be the personal representative of P. T. Dodge, president of the Mergenthaler Linotype Company.

The Bricka-Ford Advertising Agency, New York, has moved to 1457 Broadway, New York, at Forty-second Street.

♣ ♣ ♣ ♣ ♣ ♣

THE ELLIS SERVICE

- - - Swarthmore, Pa.

Offering
- A "Different" Sunday School Lesson

♣ ♣ ♣ ♣ ♣ ♣

Can You Write?

Then why not place some of your work with the magazine and book publishers. We will handle your manuscripts promptly and efficiently and keep you posted on the market for your kind of copy. We consider the work of experienced writers only. Write us for particulars.

WILDER & BUELL

225 Fifth Avenue New York

FORMER A. A. C. W. HEAD ASSUMES NEW PLACE AS AD DIRECTOR



WILLIAM B. WOODHEAD

The Sperry-Hutchinson Company, New York, has appointed William B. Woodhead to be its advertising director. Jane J. Martin will continue as advertising manager.

Mr. Woodhead is a former president of the Associated Advertising Clubs of the World and formerly published the Sunset Magazine in San Francisco. More recently he has been with the Hearst newspapers and magazines.

Illinois Wants Trade Commission

A movement to give Illinois a State Foreign Trade Commission to work for Illinois merchants and manufacturers more intensively than is possible under the provisions of the Federal Trade Commission, has been launched in Chicago by the Women's Advertising Club.

Stole Pennies from Newsboys

Stealing pennies from newsboys is the charge upon which Leo Williams, twenty-three years old, was sentenced to six months in jail by Justice Ladd, of University City, a suburb of St. Louis, Mo.

"Keeping Up With the Joneses"

is a leading comic strip included in "the essential service" issued by The Associated Newspapers only to its members.

Wire or write for membership rates and information.

The Associated Newspapers
170 Broadway New York

The Evening Star
Washington, D. C.
October, 106,330
Does not print a forenoon edition

Its paid circulation in Washington and suburbs is believed to be 2 1/4 or 3 times that of the corresponding edition of its afternoon contemporary in the same territory.

ARGUE ON FREE PRESS RIGHTS IN WAR

(Continued from Page 5.)

"The prevailing view," the Government contended, "is that the constitutional guarantee of a free press is directed against a system of license or censorship previous to publication, and does not relate to immunity from punishment. This view is often referred to as the Blackstone doctrine, based on the passage from the Blackstone Commentaries reading:

"... freedom of the press . . . consists of laying no previous restraints upon publications, and not in freedom from censure for criminal matter when published. . . . To subject the press to the restrictive power of a licenser, as was formerly done, both before and since the Revolution, is to subject all freedom of sentiment to the prejudices of one man and make him the arbitrary and infallible judge of all controverted points in learning, religion, and government."

The Patterson Case

"That view has been sustained by this court in Patterson v. Colorado (1907), 205 U. S., 454, where, speaking through Mr. Justice Holmes, this court said:

"The main purpose of such constitutional provisions is to 'prevent all such previous restraints as had been practiced by other Governments,' and they do not prevent the subsequent punishment of such as may be deemed contrary to the public welfare."

THE 1918 RECORD OF
The Indianapolis News

ADVERTISING
Display 29,047.40 columns
Classified . . . 8,114.85 columns
Total 37,162.25
Daily average columns, 118.72

CIRCULATION
Total net paid daily average 123,816
City circulation, 66,975.

Send for comprehensive report showing sales possibilities of your line in the Central Indiana market, dominated by the News.

The
PITTSBURG PRESS
Has the **LARGEST**
Daily and Sunday
CIRCULATION
IN PITTSBURG
Member A.B.C.

Foreign Advertising Representatives:
I. A. KILBEN, JOEL GLASS,
Metropolitan Tower, Peoples Gas Bldg.
New York Chicago.

Buffalo News
EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
250 Fifth Avenue Lytton Building
NEW YORK CHICAGO

"The court then proceeds to the length of saying:
"The preliminary freedom extends as well to the false as to the true; the subsequent punishment may extend as well to the true as to the false."

O'MALLEY AGENCY MOVING

Turns Out Novel Ad for United States Worsted Mills

The O'Malley Advertising and Selling Company, Boston, is about to move to new offices at 263 Washington Street, directly across the street from the Boston Post. The new quarters will be among the finest occupied by advertising agencies in New England.

One of the O'Malley Company's most active accounts is the United States Worsted Company, which Mr. O'Malley personally has developed. A beautiful piece of copy for this advertiser recently was turned out by Mr. O'Malley and has been the talk of New England. It was composed of verse entitled, "I Am the Loom," surrounded by an illustrated border, describing and picturing the development of the loom and its products from its beginning.

THE ASBURY PARK PRESS
has adopted the
STANDARD RATE CARD

Its A. B. C. membership enables you to know all as to quantity of
CIRCULATION
As to quality—well—the local "Poor Farm" has been sold and converted into an 18-hole golf course.

If you want to know more—write us.
J. LYLE KINMONTE, PUBLISHER,
Asbury Park, New Jersey.
FRANK B. NORTHRUP,
Special Representative,
303 5th Av., N. Y. Ass'n Bldg., Chicago

Why Does
The Detroit Free Press
"Michigan's Greatest Newspaper."

Carry more advertising in the foreign field than any other Detroit newspaper!

BECAUSE

The Free Press has both quantity and Quality in circulation and is the only morning newspaper serving Detroit and surrounding territory.

VERREE & CONKLIN { Foreign Representatives } New York Chicago Detroit

It was in 1910 The Indianapolis Star established a Farm and Poultry Department, making it a regular feature of the Saturday issue. Since then it has carried the following advertising:

Year 1910.	9,158 lines
" 1911.	59,081 "
" 1912.	59,629 "
" 1913.	64,308 "
" 1914.	70,642 "
" 1915.	101,482 "
" 1916.	126,461 "
" 1917.	128,895 "
" 1918.	164,918 "

This is a record equalled by no other daily newspaper in the Eastern part of the United States, and by only one newspaper in the Far West.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of EDITOR & PUBLISHER any experienced and capable newspaper man may find the opening and opportunity for which he is best fitted. The efficient man is needed as never before. He can command good pay—and the chance for steady advancement. Safeguard the future by making the most of present opportunities.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

From: INTELLIGENCE OFFICER

To: PUBLISHER

Subject: WORK

1. Home from France and anxious to get to work describes me.
2. Further details are: Formerly CITY EDITOR, city of 100,000, 8 years in all branches of newspaper work. Editor daily, town of 7,000, two years. Understand make-up, illustration and how to make stories interesting. Good education, married and 28.
3. I want a place equal to or better than my pre-war job. Prefer not to return to old position as there is no opportunity for advancement.
4. A card will bring you the complete story. Address Intelligence, care of Editor & Publisher.

Circulation or Business Manager

Hard-working, careful, thoroughly grounded in the principles of management and circulation work and confident in ability to handle big proposition. The applicant is not a boy with a few years' experience, but a man who has come up from the bottom, with several years' preliminary service and fifteen years as manager. Have learned to conduct business with regard for economy and efficiency and to avoid extravagant campaigns, without overlooking anything of real merit. Owner of plant would find me a cooperative, earnest executive; a broad-gauge person with ambition and fidelity. Address A, 565, care of Editor & Publisher.

Managing Editor

Man of mature experience who stands at head of his profession in great southwestern State seeks position as managing editor or manager of daily newspaper in territory west of Mississippi River. Have been successful in every position held. Change is sought solely to secure wider opportunity, and position must be attractive. Address A-593, care of Editor & Publisher.

Superintendent-Foreman

Capable, thoroughly trained, reliable man, 30 years' experience with large metropolitan dailies, seeks position; good executive; references. Address A-594, care of Editor & Publisher.

A Circulation Manager

Situation wanted by an experienced man, 30 years old. Last position as circulation manager of a large Southern morning paper relinquished to enter the service. Will be discharged Feb. 1, and ready for newspaper work immediately. Have a thorough knowledge of newspaper accounting and the Starr cost system. Am an ex-A. B. C. auditor and have the highest recommendations from the bureau. Publishers or managers with this situation open are requested to demand a complete investigation of my record. A personal interview in the publisher's office given at my expense if required. Address Circulation Manager, 3946 Cleveland Ave., St. Louis, Mo.

Newspaper Foreman

Young printer and make-up man seeks foremanship or superintendency of daily newspaper composing room. Experienced on best and largest papers. Thorough executive and efficiency method man. Address A 571, care of Editor & Publisher.

Managing Editor Telegraph or News Editor City Editor

Man of mature age, wide experience and aggressive ability seeks either of above positions on a live newspaper. At present news and telegraph editor of largest morning newspaper in a Western State. Reason for change, a desire for broader scope and greater activity. Opportunity for exercise of abundant energy and permanent pleasant connection more essential than salary. In tender of offer kindly state all necessary particulars. Address A 573, care of Editor & Publisher.

Editor—Feature Writer

Editor and feature writer desires change of position between now and next fall. Four years with leading dailies as feature writer, city editor, state and telegraph editor, editorial writer. Four years with smaller newspapers as managing editor and editorial writer. Will go anywhere if salary is right, and guarantee to deliver the goods. Age 27. Address A 570, care of Editor & Publisher.

Executive Newspaperman

Reliable young man of integrity, full of pep and energy, with executive, business, advertising, general clerical and office experience, familiar with circulation work, capable of assisting in writing classified advertising, reporting, etc., desires position where results will be produced and where his services will be appreciated. Address Philip Greenberg, 158 Bergen St., Newark, N. J.

Magazine Editor

Now that the war is over, I intend to resume my rightful place at not less than \$3,000 a year. What I have done is the best evidence of what I can do. At present in a minor position. Address A, 504, care Editor & Publisher.

Editor-Manager

WANTED—Position as Editor and Manager or editor of daily paper. At present hold like position, but must seek new location for best of reasons. Married. References as to character and ability. Hard worker, not after a snap. Compensation consistent with responsibility. Address A 582, care of Editor & Publisher.

Cartoonist

Cartoonist now employed desires change and wishes to join staff of good paper in the Middle West. Have been editorial page cartoonist and art manager on daily publications for the past eight years. Professional handler of national, political, and local cartoons, layouts and comics. Let me show you. Address Leslie M. Rogers, cartoonist, the Chicago Defender, Chicago, Ill.

Reliable Man Desires New Connection

Twenty years' experience, advertising, circulation, business, and general management; fullest investigation of ability and qualifications invited. Want to get out of maifrial section of South. Will go anywhere, West preferred. Competent to relieve owner of all cares, worries, and responsibilities. Will consider advertising management of daily in city that is growing and where there is future for a business producer. Address A 585, care of Editor & Publisher.

Newspaper Man

Newspaper man and advertising copy writer, with twelve years' active experience, desires place of advancement. Address A 580, care of Editor & Publisher.

Managing Editor

Energetic, resourceful executive with metropolitan experience as reporter, telegraph editor, news editor, managing editor and editorial writer, who is expert in modern news methods and has boosted circulation in face of fierce competition seeks connection where fast, enterprising work is needed, with opportunity to acquire interest. Address A 592, care of Editor & Publisher.

Circulation Manager

Several years experience on morning and evening papers in various territories. Understands modern organization and promotion methods. Capable of handling any sized field. Wants place with a newspaper requiring a thoroughly experienced man. Address A 584, care of Editor & Publisher.

Circulation Manager

Circulation Manager seeks change; nearly 20 years' practical experience morning and afternoon papers; expert in organizing and systematizing; an enthusiastic worker and result producer; best of references; want to hear from publisher who is not getting results and can offer a good proposition to a practical circulation manager who can increase the circulation of his paper and get the money for it. Address A 5 6, care of Editor & Publisher.

Newspaper Writer

High-grade man with metropolitan experience. College educated. Trained writer with nose for news and initiative and aggressiveness in going after it. Accustomed to meet men of highest business and professional standing on terms of equality. Now employed. Good salary required. Address A 591, care of Editor & Publisher.

HELP WANTED

Advertisements under this classification, twenty cents per line. Count six words to the line.

Small City Editor

One of the best three small city evening dailies in the United States, located in Pennsylvania, wants an editor who has had small town experience and appreciates desirability of forming permanent connection in a clean college town. Married man preferred. Paper has first class mechanical equipment and ample financial backing. Takes Associated Press telephone service. Owner is practical newspaper man, whose other interests prevent his devoting time to editorial end. State full qualifications and salary expected for first yearly contract. Position ready March 1st. Address P. O. Box 71, Station W., New York City.

(2) Advertising Solicitors

The leading paper in a Southern city of 200,000 is in need of two first-class advertising solicitors; men who can write good copy and make attractive layouts preferred. Good salary and splendid future for right man. Answer quickly, giving full particulars of your experience, salary expected, reference, and samples of your work. Address A-590, care of Editor & Publisher.

Experienced Solicitor

Leading Chicago Special Agency requires services of experienced and successful solicitor. Address, naming salary and qualifications, A-595, care of Editor & Publisher.

Bookkeeper -Cashier

Wanted—Bookkeeper and cashier. One who has had newspaper office experience. State salary expected. Address The Daily News, McKeesport, Penn.

Advertising Man

An opportunity in a Middle West city of 400,000 for an advertising man who has demonstrated his ability to sell newspaper advertising. Address A 587, care of Editor & Publisher.

FOR SALE

Advertisements under this classification, twenty cents per line. Count six words to the line.

For Sale.

Steam Table with full equipment and gas burners. Also linotype metal pots and burners. The Times, Raleigh, N. C.

For Sale at a Sacrifice

20 Mergenthaler Linotypes—Model One. Used by the Chicago Herald until its recent merger with the Examiner. Will set 5 to 11 pt. Good working condition. \$500 each. Early buyers get choice. FANTUS BROTHERS, 525 SOUTH DEARBORN STREET, CHICAGO.

For Sale

GOSS four-deck, single-width press for sale. Two folders, 4 to 32 pages, 6, 7, or 8 columns, equipped with Kohler system. Address A 588, care of Editor & Publisher.

For Sale

LINOTYPE, Model 5, good condition. Address A 589, care of Editor & Publisher.

MISCELLANEOUS

Advertisements under this classification, twenty cents per line. Count six words to the line.

Editors Interested

Editors interested in Government ownership are urgently requested to send for free leaflets giving story of Navy Yard Wages Claims, a record of inefficiency and brutal indifference to wages found due by United States Court of Claims. As attorney acting without charge for old men and women, I appeal to Editors with good red American blood. Please send for the leaflets. George Hiram Mann, 51 Chambers Street, New York City.

\$37,500 cash,

\$37,500 deferred at 6%, buys Pacific Coast daily, or 1/2 of property will be sold on same basis to a man well fitted for the news and editorial work. Property clears \$10,000 a year in normal times. Proposition S. I.

Charles M. Palmer

Newspaper Properties
225 Fifth Avenue New York

CONSOLIDATION

is the recognized route to large returns in nearly every line of commercial industry.

We believe that publishing properties offer one of the most attractive of all the fields for merger and consolidation.

We have a record of results in this difficult work that you should investigate.

HARWELL & CANNON

Newspaper and Magazine Properties
TIMES BUILDING NEW YORK

Take It To

POWERS

Open 24 Hours out of 24

The Fastest Engravers
on Earth

Powers Photo Engraving Co.

154 Nassau St., Tribune Bldg.
New York City

USED NEWSPAPER ADS TO PACK CHURCHES

Inter-Denominational Campaign in Toledo Brought 4,796 New Members and Paid Own Expenses, Chairman William Bayless Writes

"Newspaper advertising," which he characterizes as "a power in the church as well as in the market, inspirational as well as commercial, that can serve souls as well as sell soap," is the theme of an interesting letter just received by Editor & Publisher from William N. Bayless, advertising manager of the Conklin Pen Manufacturing Company, of Toledo, Ohio.

In his letter Mr. Bayless tells with enthusiasm how the Executive Board of the Inter-Church Federation of Toledo, of which he was chairman, used newspaper advertising in an evangelistic campaign that obtained 4,796 new members for Toledo churches in four months and made collections at noon-day meetings pay all expenses.

A Big New Field

"I happened to see that item in your issue of December 14 about the Rev. Stubbleine's success with advertising his church in Dallas, Texas," writes Mr. Bayless.

"It attracted me because I am particularly interested in that subject.

"Of course, nine persons out of ten think of advertising as a means of selling goods—in other words, a purely commercial force. But there is a vast field of *uncommercial advertising*, and it is growing bigger all the time. That is the field that particularly interests me right now.

"In other fields than business advertising has been scoring some tremendous successes recently—in politics and in the war, for instance. In politics it practically elected President Wilson to his second term. In the war, huge campaigns were run for all sorts of war work, including the Liberty Loans, etc.

"And I believe one of the most prolific fields for advertising in the near future will be in the church. I think

that it is gaining more and more of a foothold there. The Church Advertising Department of the A. A. C. of W. is assuming larger and larger importance in that world-wide organization.

Packed the Churches

"In our own church membership campaign in Toledo the advertising was a tremendous success. The results from it were instant and positive. For the watch-night prayer service, Trinity Church (one of our largest) was packed to the doors, people standing ten deep in the rear, and fully a thousand were turned away, unable to get in.

"On Go-to-Church Sunday it seemed as though all Toledo turned out. All of the churches reporting had capacity congregations—many were packed. The pastors voted it the greatest Go-to-Church Sunday Toledo has ever had. And the ultimate results were far-reaching.

"For the noon-day theatre meetings the crowds at Keith's Theatre grew with each successive meeting, culminating in the biggest attendance of all on the last day.

"So score one more achievement for advertising. It simply proves anew its manysidedness and versatility."

Retires as Democratic Secretary

Secretary of the Treasury Carter Glass, who is editor of the Lynchburg (Va.) News, has announced his retirement as Secretary of the Democratic National Committee.

Starts Alabama Political Paper

The Alabama Republican is a new political paper in Birmingham. Frank Rea, State campaign chairman, is publisher.

TRY TO BAR BERGER FROM HOUSE

Bill Sought to Prevent His Sitting as a Representative

Aimed to prevent Victor Berger, editor of the Milwaukee Leader and Representative-elect from Wisconsin, from being seated as a member of the House, a bill was introduced January 27 by Representative Clark (Fla.), Democrat, and referred to the House Judiciary Committee. Berger was convicted recently of violation of the Espionage act.

Under the bill any official or employee of the Government indicted or convicted on charges involving his loyalty or violation of any law would be prevented from holding office or receiving compensation from the Government. In the event of acquittal or the reversal of a conviction the official or employee might assume his duties, but the suspended salary would be payable only to holders of an elective office.

Illinois Daily Suspends

The Rock Falls (Ill.) Twin City Daily News has suspended publication.

Honors Advertising Women

The Dallas (Tex.) Women's Advertising League has been asked by the San Francisco Men's Advertising League to send a representative to the Ad Men's Convention to be held in New Orleans, La., probably in October, and has been told that the San Francisco Women's Ad League would stand as sponsor for the Dallas organization. The league will send a representative.

COLLIN ARMSTRONG, INC., Advertising and Sales Service, 1457 Broadway, New York.

FRANK, ALBERT & CO., 26-28 Beaver St., New York. Tel. Broad 3831.

Publishers' Representative

O'FLAHERTY'S NEW YORK SUBURBAN LIST 225 W. 39th St., New York Tel. Bryant 6875

TWO NEW CARTOONS

REVIEW OF THE MONTH By HANNY

WEEKLY SPORTS with 500 word article By HUGHES

Both are issued in 3 & 4 col. sizes.

Get in your order early if you wish to secure these two desirable features.

The International Syndicate Features for Newspapers Established 1899 BALTIMORE, MD.

During 1918
13,150,424
Lines of Paid Advertising
appeared in
The Plain Dealer
First Newspaper of Cleveland, Sixth City

Dealer Influence
See what we are doing to push advertised goods. Write for a copy of
The Link
A business publication mailed to Boston dealers by the
Merchandising Service Department of the
Boston American

THE McCLURE NEWSPAPER SYNDICATE
supplies continuous daily and weekly services that make and hold home circulation
ALSO
Big Special Features on Timely Topics by Leading Writers.
Send for our complete list and particulars of our forthcoming star features by Frank H. Simonds, John L. Balderston and Montague Glass.
120 West 32nd Street, New York

TODAY'S HOUSEWIFE
One of the necessary magazines in the present crisis in world affairs—A National Authority on better home making.
GEORGE A. McCLELLAN
President

You MUST Use the
LOS ANGELES EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation **150,000**
MORE THAN
Member A. B. C.

U. S. P. O. REPORT
For the period ending Oct. 1, 1918
The New Orleans Item
Daily70,964
Sunday90,242
Average73,703
Foreign representatives
THE JOHN BUDD COMPANY
New York Chicago St. Louis

PUBLISHERS' SERVICE BUREAU
invites editors, publishers, motion picture producers, and syndicates to write stating kind and length of MSS. desired. We have a variety of literary material suited to newspapers, magazines and motion picture production. We will be pleased to submit MSS. for examination. Address Publishers' Service Bureau, Dept. K, Washington, D. C.

The Circulation
OF
The Des Moines Register and Tribune
(Morning and Evening)
for 1918 averaged 116,223 net paid daily, exceeding that of any two other Iowa newspapers.

FOR SALE
DUPLIX 12-Page Flat Bed NEWSPAPER PRINTING AND FOLDING MACHINE
Prints and folds a seven-column 4-6-8-10-or 12-page paper to 1/2 or 1/4 page size at 4,500 per hour. A good press at a reasonable price.
WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

LYNN TELEGRAM-NEWS
Largest Circulation in Lynn.
Most Up-to-date Daily in Eastern Massachusetts.
Member of Audit Bureau of Circulations.
LYNN TELEGRAM-NEWS
LYNN, MASS.

Canadian Press Clippings
The problem of covering the Canadian Field is answered by obtaining the service of
The Dominion Press Clipping Agency
which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.
We cover every foot of Canada and Newfoundland at our head office.
74-76 CHURCH ST., TORONTO, CAN.
Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Hemstreet's
PRESS CLIPPINGS
Tenth Avenue at 45th Street
New York

The Pittsburg Dispatch
steadily advances (not spasmodically) as the leading newspaper in its field.
WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
E. C. ROOK
Real Estate Trust Building, Philadelphia

Don't Worry about the South.

Put your advertising into the newspapers and stir up your distributors.

That is all you need do. Forget this "reconstruction" business!

Why, last year, according to Government estimates, the states of Alabama, Florida, Kentucky, Georgia, Louisiana, North Carolina, South Carolina, Tennessee and Virginia produced crops that in total value exceeded their production of 1917 nearly 15%!

Comparisons are odious BUT TO UNDERSTAND WHAT THAT MEANS YOU MUST GRASP THE FACT THAT THE U. S. AS A WHOLE INCREASED LESS THAN 4%, which was over \$500,000,000 at that.

NINETEEN SEVENTEEN was the greatest of all previous years; but 1918 beat it most impressively in the ten Southern states whose newspapers are listed on this page.

It seems trite to conclude with the advice to advertisers to advertise here where there have been banner crops; but

"Start Something!"



It Beats All!

		Net Paid	2,500	10,000
		Circulation	lines	lines
ALABAMA				
*Birmingham Age-Herald	(M)	27,140	.07	.05
*Birmingham Age-Herald	(S)	85,155	.08	.06
Birmingham Ledger	(E)	40,504	.07	.07
Birmingham News	(E)	48,672	.08	.08
Birmingham News	(S)	52,889	.10	.10
Mobile News Item	(E)	10,504	.03	.03
Mobile Register	(M)	21,443	.04	.04
Mobile Register	(S)	24,302	.05	.05
*Montgomery Advertiser	(M)	22,151	.05	.04
*Montgomery Advertiser	(S)	21,108	.06	.05
FLORIDA				
*Jacksonville Metropolis	(E)	19,120	.045	.045
Florida Times-Union, Jacksonville	(M&E)	82,714	.06	.06
Pensacola Journal	(M)	5,385	.0172	.0172
Pensacola Journal	(S)	5,500	.0172	.0172
GEORGIA				
Atlanta Georgian	(E)	62,537	.08	.08
Atlanta Sunday American	(S)	105,287	.12	.12
†Augusta Chronicle	(M)	15,294	.03	.03
†Augusta Chronicle	(S)	12,421	.03	.03
†Augusta Herald	(E)	20,528	.035	.035
†Augusta Herald	(S)	14,396	.035	.035
*Columbus Ledger	(E&S)	7,404	.0225	.0225
Macon Telegraph	(M)	21,220	.04	.04
Macon Telegraph	(S)	19,807	.04	.04
Savannah News	(M&S)	14,037	.04	.03
KENTUCKY				
‡Louisville Courier-Journal	(M)	45,663	.1250	.08
‡Louisville Courier-Journal	(S)	64,392	.15	.10
‡Louisville Times	(E)	63,397	.11	.09
‡Louisville Herald	(M)	61,789	.08	.08
‡Louisville Herald	(S)	59,365	.08	.08
LOUISIANA				
New Orleans Times-Picayune	(M)	77,535	.12	.12
New Orleans Times-Picayune	(S)	94,216	.15	.15
New Orleans Daily States	(E)	44,968	.09	.07
*New Orleans Daily States	(S)	70,904	.12	.12
*New Orleans Item	(E)	90,242	.15	.15
*New Orleans Item	(S)			
NORTH CAROLINA				
*Asheville Times	(E)	10,087	.025	.02
Charlotte Observer	(M)	18,306	.035	.03
Charlotte Observer	(S)	20,911	.035	.04
Greensboro Daily News	(M)	15,696	.045	.035
Greensboro Daily News	(S)	21,364	.06	.04
*Winston-Salem Sentinel	(E)	7,574	.02	.02
SOUTH CAROLINA				
Charleston American	(M)	11,151	.0286	.0178
Charleston American	(S)	11,151	.032	.0215
Columbia Record	(E)	11,325	.025	.025
Columbia Record	(S)	9,216	.025	.025
Columbia State	(M)	22,458	.05	.03
Columbia State	(S)	23,990	.05	.05
Greenville News	(M&S)	9,620	.03	.025
Spartanburg Jour. & Car. Spartan	(E)	5,790		
Spartanburg Herald	(M)	5,394	.08	.03
Spartanburg Herald	(S)	6,611		
TENNESSEE				
Chattanooga News	(E)	20,686	.035	.04
Chattanooga Times	(M)	26,341	.06	.06
Chattanooga Times	(S)	21,882	.06	.06
Knoxville Sentinel	(E)	25,778	.05	.045
Knoxville Journal-Tribune	(M)	25,000	.04	.04
Knoxville Journal-Tribune	(S)			
Memphis Commercial Appeal	(M)	81,185	.12	.10
Memphis Commercial Appeal	(S)	118,859	.14	.12
Nashville Banner	(E)	46,078	.07	.07
Nashville Banner	(S)		.08	.08
Nashville Tennessean	(M)	53,000		
Nashville Evening American	(E)	20,000	.08	.08
Sunday Tennessean & American	(S)	40,000		
VIRGINIA				
Newport News Times-Herald	(E)	18,082	.05	.05
Newport News Daily Press	(S&M)	16,082	.03	.03
*Norfolk Ledger-Dispatch	(E)	46,145	.07	.06
Richmond News-Leader	(E)	45,160	.08	.08
Roanoke Times	(M&S)	10,547	.04	.035
Roanoke World-News	(E)	9,919		

*Government statements October 1st, 1918.
 †Publisher's statement, average for month of October.
 ‡A. B. C. statement, Oct. 1st, 1918.
 Other circulations publishers' statements for 6 month period ending April 1st, 1918.

Localized National Advertising

is the coming thought in business promotion through the use of printed salesmanship.

The daily newspaper provides the only medium through which the purposes of the distant manufacturer can be linked up to local dealers everywhere in exact accord with distribution or desire to promote sales.

Localized National Advertising Is National Advertising Over the Signatures of Local Dealers

A STRIKING DEMONSTRATION

In the Editor and Publisher of January 18 it was shown that the 2,166 daily English language newspapers in the United States circulated, per issue..... 28,625,000

That one line in all the newspapers would cost the advertiser under minimum contract.....\$61.63

That it cost in reaching 1,000 newspaper buyers 21½ cents

That it cost to reach every buyer of a daily newspaper or any appreciable part of them..... 1/50 of one cent

To reach these same people with a postal card:

Postal Cards @ 2 cents.....\$20.00 per thousand

Addressing @ \$2.00 per M..... 2.00

Printing @ \$1.00 per M..... 1.00

Addresses @ \$5.00 per M..... 5.00

28,625,000 postals at \$28 per thousand.....\$801,500

Now just glance at these figures:

A 70-line ad (approximately the size of a postal card) inserted in each of the 2,166 daily newspapers every other day (156 times a year) would cost.....\$672,999
or \$128,000 less than the cost of a single postal to 28,625,000 people if it were possible to get their addresses and mail it to them.

Newspaper advertising is the cheapest and most effective form of advertising and the only medium permitting localized national advertising.

Member
A. B. C.

The New York Globe Now
180,000 a Day

JASON ROGERS, Publisher

